

A creative problem-solver and innovative graphic designer with 6+ years of experience creating and designing content for print and digital media. Possesses a solid understanding of design software, user experience design, and the design thinking process. Consistently strives for strategic and innovative solutions that connect and engage viewers in meaningful ways. An avid learner with excellent organization and time management skills who thrives in a deadline driven and collaborative environment.

## SKILLS

Marketing materials • Email campaigns • Product packaging • Style guides • Visual Design • Sales materials  
Brand assets • Presentations • Brand identity • Photography • Video editing • Collateral • UX Design • UI Design  
Technical Skills: Adobe Creative Cloud, Illustrator, Photoshop, InDesign, After Effects, Premiere, Lightroom, XD, Dimension, Microsoft Office, Google Suite, Squarespace, Wix, Big Commerce

## EXPERIENCE

### Graphic Design Tutor

8/21– 6/22

Rasmussen University

- Delivered over 80 hours of online tutoring support that fostered students' learning development, problem-solving, critical thinking, time management, and design thinking skills.
- Developed a graphic design resource guide that supported students' independent learning, increased their confidence and initiative during assignments, and helped them master design software and technical skills.
- Facilitated a self-reflection process for tutors that helped them quickly identify and assess what went well during a tutoring appointment and what they needed to improve on, which resulted in more effective tutoring sessions.

### Graphic Designer

1/20– 10/21

Altiplano

- Designed, managed, and analyzed email marketing campaigns that increased brand awareness and sales.
- Edited cohesive product photography for web listings, uploaded and maintained product listings and inventory, and maintained the shop web pages for a consistent and positive customer experience.
- Created web materials, blog posts, social media posts, and cohesive seasonal print catalogs with 100+ products to promote product sales and brand awareness.

### Graphic Design Intern

5/19– 8/19

Hawks and Reed Performing Arts Center

- Conceptualized and designed promotional event posters daily with dynamic, engaging styles that increased brand awareness and generated ticket sales for 20+ events.
- Designed promotional social media posts, motion graphics, and web banners that increased online customer engagement and event ticket sales.

### Graphic Design Intern

6/19– 8/19

Alexis Design

- Designed up to 7 web and print advertisements a day that promoted clients' growth, brand awareness, and sales.
- Collaborated on logo and branding projects that resulted in cohesive and engaging logos and branding for clients.

## EDUCATION

### Bachelors in Graphic Design

1/21– 6/22

Rasmussen University GPA 3.99

### Associates in Digital Arts

8/17– 5/19

Horry-Georgetown Technical College GPA 3.85