

## About

Creative and strategy-driven graphic designer and web developer with 14 years of experience in brand development, digital/print design, and cross-channel marketing. Adept at translating complex brand strategies into compelling visual solutions across channels. Proven ability to maintain brand consistency in fast-paced marketing environments.

## Specializations and Technical Skills

- › Branding and Marketing Design
- › Web Design and Development
- › Adobe Photoshop, Illustrator, InDesign, Premiere, and AfterEffects
- › Figma
- › HTML/CSS/Javascript
- › React+Vite
- › Node.js
- › Git

## Education

### University Of Central Florida

Orlando, FL | 2020-2021 | Web Development Bootcamp

### Florida Gulf Coast University

Fort Myers, FL | 2011-2015 | BA Graphic Design

## Experience

### MarketingProfs | Graphic Designer & Front-end Developer

Remote | 2022-Present

- Lead the design and development of visual branding strategies to strengthen brand recognition and customer loyalty while ensuring brand consistency across all channels.
- Designed and developed responsive web pages including landing pages and event micro-sites to ensure an optimal user experience across various devices and browsers.
- Created engaging social media graphics that increased user engagement by 10%.
- Conceptualized and executed website redesigns that improved user experience and increased conversion rates.

### edX | Central Grader

Remote | 2022-2023

- Graded student submissions in the Full-Stack Web Development program providing fast turnaround times and thorough feedback
- Reviewed HTML/CSS/JS/Node/React to diagnose any issues with student submissions and provide guidance on how they can improve while providing encouragement and insights into improving code.

### Parr Moto | Graphic Designer

Fort Myers, FL | 2014-2021

- Produced quarterly marketing kits for 600+ Harley-Davidson dealerships across the U.S including in-store signage, email templates, social media assets, and more.
- Managed multiple concurrent design projects in collaboration with internal teams, ensuring on-time delivery of high-quality visuals.
- Developed innovative design solutions that effectively communicated the client's message and captured the target audience's attention.

### FGCU Athletics | Graphic Designer

Fort Myers, FL | 2012-2015

- Created marketing collateral such as brochures, flyers, and posters to support promotional campaigns.
- Collaborated with senior graphic designers to create visually appealing and impactful designs.
- Participated in brainstorming sessions to generate creative ideas and concepts for new projects.