

About

Graphic designer and product manager based in Los Angeles with a focus in product design, UI/UX, branding, presentations and strategy! I strive to create functional, sophisticated, and thoughtful design, spending much of time educating myself about the latest trends and how to think beyond them. I aim for strong communication with clients and peers, making sure projects are finished thoughtful and efficiently. I'm passionate about music and think Paul McCartney is the best Beatle.

Education

Bachelor of Fine Arts, Graphic Design
California State University, Fullerton

Selected Experience

Freelance Designer

Various
// 2011 - Present

Years of saying yes to every project showed me that I can do just about everything do it damn well. Beginning with print and branding gigs and moving up to presentations and packaging, I finally punching my way to UI/UX and product management, I've worked with dozens of clients around the world, on projects small, big and weird. I welcome the challenge and relationships that every new client brings.

Felix Homes

Co-Founder, Head of Product, Branding
// 2018 - 2020

Felix Homes is a tech-enabled real estate startup based in Nashville, TN that serves home sellers and buyers with significantly lower commissions. The design challenge was to build a high-energy yet sophisticated brand paired with a user experience that would stamp out any concern a reduced commission would come at the cost of a reliable real estate experience for clients.

TellTail

Head of Product, Branding
// 2021 - Present

TellTail is a digital platform for dog breeders who by openly connecting, networking, and learning are elevating a space that as of late has become riddled with misinformation and scammers. The visual brand is light and playful while commanding a knowledgeable tone about a growing concern in the space. TellTail employs a highly consistent brand voice and large-scale marketing campaigns to build trust.

APM Music

Head of Product, Marketing
// 2020 - 2022

APM Music is the world's leading creative music house and production music library. Boasting almost 1,000,000 tracks, their music search platform is the most complex of its kind, allowing users to effectively search through an almost infinite music catalog with ease and precision. Building such a product required countless case studies, user feedback, all while managing an international team to build it.

Skills

Adobe

Photoshop
Illustrator
InDesign
Dreamweaver

Programming

HTML
CSS

Languages

English
Spanish

UI/UX

Figma
Sketch

Presntation

Powerpoint
Keynote