

EDUCATION

University of North Carolina at Chapel Hill – Chapel Hill, NC
Information & Library Sciences (B.S.), Communications - New Media (B.A.)

May 2025

- GPA 3.1

Honors and Awards

- Dean's List – Spring 2023, 2024

EXPERIENCE

Carolina Union – Chapel Hill, NC

Communications & Creative Services, *Design Assistant*

September 2022 - Present

- Executed creative projects for internal clients, student organizations, and university departments, consistently meeting design requests with high quality.
- Maintained effective time management, ensuring timely delivery of professional-grade designs under tight deadlines
- Produced compelling visuals using Adobe Illustrator, Photoshop, and InDesign to meet diverse project needs
- Adapted to varied design requirements across multiple types of deliverables, enhancing expertise in diverse design styles and approaches.

Guest Services, *Guest Services Lead*

September 2024 - Present

- Initiated an independent project that analyzed event data, applied findings to design infographics used for policy referral and training purposes for 40+ student staff.
- Specialized in event management and support, cooperating with clients to achieve desired event atmosphere and goals.
- Lead team members during large-scale events, ensuring smooth execution and efficient accommodation of client requests while upholding policies.
- Attained proficiency in the employer's information system (25Live), optimizing the process for creating and managing reservations.
- Awarded "MVP" by peers for outstanding contribution and leadership, recognizing significant impact on team success and event outcomes.

Durham Performing Arts Center – Chapel Hill, NC

September 2024 - December 2024

Audience & Event Services Intern

- Support the execution of large-scale events at a nationally top-ranked theater for a variety of high profile acts (Broadway, comedy, musical acts, and more).
- Aid in VIP and guest experiences by managing meet-and-greet and special activations, ensuring memorable and tailored service for high-profile patrons.
- Oversee employee and volunteer appreciation initiatives, cultivating an environment where impact is positively recognized.
- Conduct detailed venue setups and verify accuracy of event information, contributing to a polished, informed environment for all guests.
- Adapt to diverse show requirements, collaborating with production and front-of-house teams to meet high operational standards and elevate patron satisfaction.

COMMUNITY INVOLVEMENT

App Team Carolina – Chapel Hill, NC

January 2024 - Present

UI/UX Design Apprentice

- Assembled user profiles, wireframes, and both low and high fidelity prototypes in Figma, gaining advanced proficiency in the application.
- Designed a rework of a popular music streaming app and implemented an innovative new feature while maintaining consistent app branding as part of an independent project.
- Conducted interviews to gather user insights about app interfaces and used this research to inform design decisions

Forum of Union Student Employees (FUSE) – Chapel Hill, NC

August 2023 - Present

Guest Services Representative

- Gathered insights across departments to implement improvements in workplace safety policies and address key issues impacting student staff
- Planned and executed engaging large-scale professional development initiatives in addition to student employee appreciation events, including an end of the year award ceremony with a turnout of over 100+ student staff.
- Collaborated with advisors to understand project requirements while aligning budgetary allocations to the forum's objectives.

Coulture Magazine – Chapel Hill, NC

August 2023 - Present

Makeup Artist

- Conceptualized and applied a wide range of makeup looks for large and small scale photoshoots
- Utilized makeup artistry skills to contribute own creative vision to the overall artistic tone across multiple diverse concepts

Associate Director of Web Design

September 2024 - Present

- Manage and maintain Coulture's website, ensuring seamless user experience.
- Identify and implement site improvements to enhance functionality and showcase Coulture's unique aesthetic and brand identity.

ADDITIONAL INFORMATION

- Proficiency in Adobe Suite applications (Photoshop, Illustrator, InDesign, Premiere Pro, Animate)
- 3+ years experience with HTML, CSS, and Javascript
- Beginner proficiency with Unity game engine – created a function solo game project across the course of a semester
- Content creation and mobile video editing – amassed 3,000+ followers on TikTok in 8 months creating fan content
- Elementary comprehension of Spanish