

EDUCATION

Kingsborough Community College
Graphic Design & Animation/Spring 2018

CUNYTechworks
UX Design Certification/June 2018

NYC College of Technology
Communication Design BFA/Fall 2021

Fullstack Academy Web Development/Software Engineering Immersive
Software Engineering Certification

EXPERIENCE

Product Designer

ETL Group | February 2022 - February 2023

- As the sole designer, led comprehensive website redesign projects for various clients, aligning visual aesthetics and user experiences with brand guidelines.
- Actively participated in the creation of brand identities for clients who lacked established guidelines, ensuring cohesive branding throughout their digital presence.
- Crafted eye-catching images and graphics for digital promotions, including email campaigns, social media, and web advertisements, driving engagement and conversions.
- Collaborated closely with clients to understand their unique needs and objectives, delivering tailored design solutions that exceeded their expectations.
- Maintained a deep commitment to user-centered design principles, enhancing the overall user experience across web and mobile platforms.

Graphic Design Internship

Greenwich Village Chelsea Chamber of Commerce | September 2021 - December 2021

- Spearheaded campaigns aimed at boosting customer engagement and revitalizing businesses in the Greenwich Village and Chelsea areas, collaborating with a range of local businesses.
- Conceptualized and executed digital experiences across various platforms, including social media and LinkNYC kiosks, catering to diverse customer demographics.
- Designed a variety of digital and print deliverables for three concurrent campaigns, ensuring they were visually striking and consistent with the organization's branding.
- Generated visual assets aligned with clients' brand identities and seamlessly integrated them into marketing materials.
- Innovatively developed creative concepts that enriched the overall branding of campaigns.

UX Design Internship

Brewasis | July 2018 - September 2018

- Played a pivotal role in rebranding efforts by establishing the company's color palette and font choices, contributing to a more cohesive visual identity.
- Produced two customer sell sheets, six corporate newsletters, and an engaging presentation deck, elevating the company's promotional materials.
- Demonstrated proficiency in crafting prototypes and wireframes that maintained visual and textual consistency with established branding standards.

SKILLS

Design Tools

- Illustrator
- Figma
- Indesign
- Photoshop
- XD
- Invision

Development

- Javascript
- CSS
- HTML5
- ReactJS
- NodeJS
- PSQl

UX Skills

- Wireframing
- Persona
- Journey Mapping
- Usability Testing
- Contextual Inquiry
- Affinity Analysis