

Experience

SR. GRAPHIC DESIGNER + PROJECT MANAGER

THE BUSINESS JOURNALS | CHARLOTTE, NC | AUG 2021 - PRESENT

Additional duties include:

- Project Management
- New Market Launches + Product Development
- National Events
- Manage + Art Direct Jr.
- Ensure correct + consistent branding of ACBJ digital marketing
- Collaborate with other departments to meet their design needs

GRAPHIC DESIGN + PRODUCTION MANAGER

THE BUSINESS JOURNALS | CHARLOTTE | APR 2019 - PRESENT

Design lead to drive sales and acquire new customers, by creating and developing assets instrumental in all audience marketing efforts across 45 cities nationwide. Collaborate to develop and plan marketing strategies.

- Digital Advertising: Paid Social + Web Ads
- Print Advertising
- Landing Pages
- Email
- Video Production

DESIGN CONSULTANT

ROBERT HALF | THE CREATIVE GROUP | CHARLOTTE | JAN 2019 - APR 2019

Salaried Professional Services

- Animation
- Iconography
- Branding + Identity
- Design Consulting

WEB GRAPHIC DESIGNER

THE SSL STORE | SAINT PETERSBURG, FL | AUG 2018 - APR 2019

Creating materials that tie back to the company's established global brand for various brands + businesses within the IT/web security industry.

- UI Design | Landing Pages
- Iconography
- Trade Show Designs
- Branding + Identity
- Integrated Marketing

JR. ART DIRECTOR

COMPANY MAN STUDIOS | TAMPA, FL | AUG 2017 - AUG 2018

Boutique agency near downtown Tampa, catered to design + video production.

Highlights include:

- Design Consultations
- Wordpress Site Customization (HTML + CSS)
- Art Direction for photography + video production
- Branding + Identity
- Packaging + Launch of successful brand
- Social Media

Education

BACHELORS OF FINE ARTS

- GRAPHIC DESIGN

UNC CHARLOTTE

CLASS OF 2016

PRIMARY STUDY: Design

SECONDARY STUDY: Art History + Journalism

Affiliations

MEMBER + OFFICER

COMMUNICATIONS DIRECTOR

AIGA UNCC STUDENT CHAPTER | 2014-2015

MEMBER | AIGA

AIGA CHARLOTTE | 2014-2017

AIGA TAMPA BAY | 2017

Skills

CREATIVE

DESIGN RESEARCH

MIND MAPPING

COLOR THEORY

CONCEPT DEVELOPMENT

BRANDING + IDENTITY

DESIGN INSTALLATION

WIREFRAMING + PROTOTYPING

UX + UI

STORYBOARDING

DIGITAL ANIMATION

DATA VISUALIZATION

TYPOGRAPHY

DIGITAL CAMPAIGNS

TECH

MAC + PC

OFFICE + PRODUCTIVITY

CMS

WORDPRESS

GOOGLE ADS

MARKETO

OTHER LANGUAGES

Ai Ae Id Ps Dw B

HTML + CSS

NATIVE SPANISH SPEAKER