

experience

AdDaptive Intelligence

Senior Graphic Designer
Aug 2022 - Present

Graphic Designer
Sept 2019 - Aug 2022

Led successful redesign of the company's visual identity and logo from concept to completion. Developed and implemented brand guidelines, ensuring consistency across all teams, materials, and platforms.

Support the daily development of original content, expand the branding library, and help to evolve marketing and communication through brainstorming, problem-solving, and new visual storytelling methods.

Design visuals that transform concepts, messaging, and data into captivating creative solutions for various marketing and brand resources such as one-sheets, pitch decks, ad campaigns, social media and web graphics, iconography, employee culture collateral, and more.

Collaborate with marketing, brand, product, sales, and accounts teams to develop and execute design strategies that achieve project goals, support client communications, drive engagement, and elevate the brand.

Freelance Design

Designer & Art Director
May 2018 - Present

Design and art direct branding solutions, marketing reports, white papers, editorial, packaging, and web design while managing projects, client relations and communication, and invoices.

Boston University

Lead Graphic Designer
Jul 2016 - Dec 2018

Junior Graphic Designer
Oct 2014 - Jul 2016

Principal designer and project manager for the semi-annual alumni magazine – overseeing print production, coordinating distribution to 8,000+ constituents, and collaborating with contributors.

Designed creative assets from concept to completion for various marketing communications such as magazines, brochures, direct mail, posters, event collateral, web graphics, logos, signage, and brand swag.

Collaborated with numerous departments, educators, and leaders to understand marketing communications needs and develop creative solutions within brand guidelines while adapting the designs to effectively reach and engage three distinct audiences: alumni, students, and patients.

Prepared pixel perfect assets and coordinated print production and distribution for various formats; fostered relationships with external vendors; sought project bids and devised solutions within budgets.

Managed website content and performed front-end design updates.

The Winsor School

Communications Designer
July 2013 - June 2014

Partnered with the Admissions and Advancement offices to design collateral aimed at prospective students, donors, and alumni, such as mailers, brochures, booklets, posters, and newsletters.

Redesigned print and digital marketing materials for annual student and alumni events and prepared design assets for print and digital formats.

Proverb Agency

Graphic Design Intern
Sept - Dec 2012

Design and production support for branding projects and marketing campaigns. Conducted in-house research and created mood boards to influence creative direction and strategy.

ACI Worldwide

UX Design Intern
June - Aug 2010

Assisted in user interviews and product tests, and wrote user persona analyses. Learned and performed keystroke analysis and helped research, edit, and write applications for design documentation.

education

User Interface Design

Designlab, 2019

Bachelor of Arts, Design & Visual Communications

Simmons College, 2013 (Magna Cum Laude)

skills

InDesign, Illustrator, Photoshop, After Effects, Sketch, Figma, WordPress, Squarespace, GSuite, HTML/CSS, Notion, Asana

Layout, Typography, Brand Design, Art Direction, Data Visualization, Packaging, Iconography, Print & Digital Production, Printing Processes, User Interface Design, User Experience Principles, Project Management, Prioritization, Organization, Attention to Detail