

CAREER SUMMARY

Interdisciplinary Designer & Marketing Professional

Creating experiences and objects meant to engage and retain targeted audiences.

Innovative thinker with years of print and digital design experience. Background in strategizing and implementing successful multi channel marketing campaigns, live productions, and commercial events . Using holistic design approaches to elevate brands, products and experiences.

Experienced leader used to balancing budgetary goals with the challenges of event planning. Comfortable with the tasks involved in building and effectively using capable teams of creatives. Willing to lead the charge during the process of conceptualization, planning, and implementation.

BACHELOR OF ARTS | 2015
COLUMBIA COLLEGE CHICAGO

Major in Art & Design
Minor in Photography

AREAS OF EXPERTISE

- Multimedia design strategy • Marketing and event planning • Developing Online conversion channels • Copy writing and content management • User Experience/Visual Merchandising •
- Graphic Design • Web Design • CSS/HTML • UX/UI Design • Adobe Creative Suite • Videography • Photography • Photo Retouching • 2D/3D Design • Microsoft Office •

PROFESSIONAL EXPERIENCE

Rapha, Chicago, IL | July 2018-Present

Clubhouse Assistant

A global luxury cycling apparel brand, placing emphasis on community and experience

- Designed fliers and promotional materials to draw in traffic and increase conversions from clubhouse events and outreach efforts.
- Created seasonal cafe menu items to draw in new and potential patrons.
- Revised and refreshed clubhouse marketing copy to increase rider engagement.

Springfield Promise Neighborhood, Springfield, OH | 2017-July 2018

Communications & Assessment (Americorps VISTA)

A Non-profit organization operating in Ohio, working in childhood literacy and education.

- Overhauled Promise's digital presence, increasing bounce rate and visitor conversion with an Online donation platform.
- Spearheaded the production of video content for giving campaigns and outreach efforts.
- Coordinated weekly meetings to aid in the creation of publications and print materials.

The Uqdah Collaborative | 2015-Present

Co-Founder

An Internet-based fine art & design consultancy.

- Established and maintained a digital presence for clients using Content Management Systems such as Wix, Squarespace, Wordpress and Adobe Muse.
- Handled the timely design, production, and delivery of props, print materials, files, or furniture to a rotating list of clients.
- Published posts and updates for clients across various social media accounts and platforms on an ongoing basis.

On The Route Bikes, Chicago, IL | 2014-2016

Sales Manager

Local bike shop located on the north side of the city, specializing in family and commuter needs.

- Created and planned community outreach events to craft an environment welcoming to cyclists of all skill levels.
- Re-imagined the shop floor layout to inspire a natural flow for the experience of the customer.
- Implemented and designed an Online retail experience and marketing materials that were consistent with predefined brand guidelines.