



CONTACT

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EDUCATION

**Kutztown University
of Pennsylvania, Kutztown, PA**
BFA in Communication Design
May 2020

SOFTWARE

Illustrator
Photoshop
InDesign
HTML/CSS
Sass/SCSS
JavaScript
Lightroom
Adobe XD/Figma/InVision
PHP
AfterEffects
Processing/p5.js
HubSpot/HubL
WordPress/Joomla

CERTIFICATIONS

HubSpot CMS Developer | 2022

Marketing Hub

Implementation | 2022

Sales Hub Implementation | 2022

HONORS & AWARDS

**AIGA Flux Student Design
Competition, Finalist** | 2021

**KUCD Interactive Award
Recipient** | 2020

**Shoofly Literary Magazine,
Cover Competition Winner** | 2019

Adobe Awards, Semi-finalist | 2018

Dean's List | Fall 2017, Spring
2019 and Fall 2019

DESIGN & WORK EXPERIENCE

HEEDGROUP | New York, NY

Creative Technologist & Designer | April 2021 – Present

- Works directly with campaign managers and clients to meet project objectives and deadlines while managing client expectations
- Oversees and develops client websites that enhance user experience and accomplish webpage objectives by creating site structure, navigation, page optimization, and graphics integration
- Creates full branding suites including brand guidelines, print materials, digital assets, video, advertisements, and company websites for clients
- Designs and implements various campaigns across all platforms including social media, paid digital ads, as well as print
- Manages all interns while ensuring they meet company goals and refine their skills for the industry

Freelance | Remote

Freelance Designer | June 2014 – Present

- Develops websites at various stages for clients, including site architecture, wireframes, full-render mockups, and final sites
- Designs several branding suites for clients to help further their brand presence
- Collaborates with clients to develop visual presentations and printed promotional items on an as-needed basis

JC Consulting | Philadelphia, PA

Associate Graphic & Web Designer | June 2020 – March 2021

- Assisted lead graphic designer to create new graphics and weekly reports to support the services offered
- Worked alongside the head developer to update and maintain the website on the front-end and the back-end
- Enhanced user experience and user interface of the client-facing side of the website using several coding languages and content management systems

Communication Design Department | Kutztown, PA

Coding Tutor | January 2020 – May 2020

- Assisted 5-10 students on a weekly basis with assignments and classwork
- Helped underclassmen build and expand knowledge of basic HTML & CSS

College of Business | Kutztown, PA

Graphic Designer | March 2018 – May 2020

- Led a team consisting of one other designer and one copywriter to design brochures, posters, infographics and magazine layouts
- Redesigned the Department of Business Administration and Sport Management programs as needed according to new university branding standards
- Created a quarterly, 32-page four-color magazine promoting the College of Business at Kutztown, which is distributed to the student body, faculty and alumni

SiriusXM | New York, NY

Creative Services Design Intern | June 2019 – August 2019

- Participated in active design projects such as print ads, logo design, art development, printed marketing materials, web banners and emails
- Collaborated with the in-house creative team to update and rebrand documents and channels to the new branding standards
- Designed current logo for the Heart & Soul channel on all streaming and social platforms