



CONTACT

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EDUCATION

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

SOFTWARE

Adobe Create Suite
HTML/CSS
Sass/SCSS
JavaScript
Figma/InVision
PHP
AfterEffects
Processing/p5.js
HubSpot/HubL
WordPress/Joomla

SKILLS

Creative Concepts
Typography
Brand Identity
UX/UI Design
Front-End Development
Editorial Design & Layout

CERTIFICATIONS

Growth Driven Design | HubSpot
**Marketing Hub
Implementation** | HubSpot
**Sales Hub
Implementation** | HubSpot
**Certified HubSpot CMS
Developer** | HubSpot

HONORS & AWARDS

**AIGA Flux Student Design
Competition, Finalist** | 2021
**KUCD Interactive Award
Recipient** | 2020

WORK EXPERIENCE

Beacon Digital Marketing | Beacon, NY | Remote

Web Developer & Designer | May 2022 – Present

- Developed custom HubSpot CMS themes for clients across various industries
- Migrated a custom coded website into a fully functional CMS theme
- Refined the company starter theme to meet A11Y requirements that is used as the basis for all custom theme builds
- Worked closely with UX/UI and web designers, project managers, and account managers to meet project requirements and goals
- Utilized HTML, CSS, and JavaScript to create custom modules to meet clients' desired functionality

Freelance | Remote

Freelance Designer | June 2014 – Present

- Developed websites from site architecture to wireframes and full-render mockups to final sites
- Designed several branding suites for clients to help further their brand
- Collaborated with clients to develop visual presentations and printed promotional items on an as-needed basis

HEEDGROUP | New York, NY | Remote

Creative Technologist & Designer | April 2021 – May 2022

- Developed several client websites that enhanced user experience and accomplish webpage objectives by creating site structure, navigation, page optimization, and graphics integration
- Created a full branding suites including brand guidelines, print materials, digital assets, video, advertisements and company websites for several clients
- Designed and implemented various campaigns across all platforms including social media, paid digital ads, as well as print
- Mentored interns and aided them in refining their skills and portfolio while gaining experience in the industry
- Developed collateral such as marketing materials, videos and social media graphics to support ongoing campaigns

JC Consulting | Philadelphia, PA | Remote

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 along side 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 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