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Education

BFA, Graphic Design
The College of New Jersey
Ewing, NJ 08628, May 2013

AS-Illustration
Mercer County Community College
West Windsor, NJ 08550, May 2011

Skills

Adobe Programs
(Photoshop, InDesign
Illustrator, Dreamweaver,
After Effects, Adobe XD)

Working knowledge of
web development
(HTML, CSS, WordPress)
HTML5 (Google Web Designer)

Sketch

Invision

Figma

UX/UI

Microsoft Office Suite

Video and video editing

Photography and photo editing

Packaging

Mac/PC

Work Experience

• **Almo Corporation • Associate Creative Director • Philadelphia, PA** May 2019-Current

- Collaborated with executives to develop creative strategies that align with company goals
- Led a multidisciplinary team, fostering a culture of creativity, excellence, and communication, while conducting detailed performance reviews to offer feedback and drive continuous improvement
- Oversaw creative material development, ensuring strict adherence to brand standards and delivering high-quality visuals
- Consistently met and surpassed client expectations, managing budgets and deadlines across various projects
- Updated and maintained the brand's visual identity across all channels, enhancing brand consistency and impact
- Led the growth of creative services to meet company goals, successfully increasing the creative team size by 60% due to increased project demand
- Guided a creative team through divisional restructure by assessing asset quality and creative needs, resulting in enhanced brand performance and presence through the production of high-quality, engaging content
- Created and managed video content that enhanced the brand's web and social media presence, showcasing video production skills

• **Dana Communications • Art Director • Hopewell, NJ** May 2017-2019

- Conceptualized and crafted visually striking emails, websites, infographics, social media campaigns, brochures, logos, online advertisements, and banners to strategically support and elevate client marketing objectives
- Collaborated on art direction for photo/video shoots, ensuring alignment with creative vision. Proficiently edited images and videos using Adobe Photoshop and After Effects, enhancing visual impact and storytelling
- Analyzed marketing and user experience hurdles, delivering on-brand design solutions that not only met but exceeded measurable business goals and requirements
- Interacted seamlessly with Creative Directors, Account Leads, Art Directors, and Copywriters to develop creative concepts. Contributed actively to the execution of ideas through thoughtful and impactful design

• **Sakar International • Graphic Designer • Edison, NJ** October 2013-November 2016

• **Catherines • Freelance Graphic Designer • Bensalem, PA** August-October 2013

• **TerraCycle Internship • Trenton, NJ** April-August 2012