



Senior Brand Designer with proven experience crafting visual identities that build meaningful connections with consumers. Innate ability to fuse imagination and strategy into all layers of creative decision-making, specialized in packaging, and skilled across digital, in-store, and related integrated platforms.

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Experience

Senior Designer | Strivectin | 2022 - Present

- Play a primary role in the conceptualizing, design, and execution of concurrent projects, instrumental across branding, packaging, product launches, visual merchandising, and in-store products.
- Coordinate with internal team members in addition to outside vendors such as printers, suppliers, product manufacturers, comp house, etc.
- Act as an intermediary between the creative team and clients.
- Supervise photo re-toucher to achieve final image results.

Senior Designer | Freelance | 2017 - Present

Select Agencies & Clients include: Chase Design Group, Bulletproof, Stag&Hare, Beardwood, Inwork, JAM / Johnson And McGreevy, P&G, Lidl, Mondelēz, Nabisco, Colgate Palmolive, Georgia-Pacific, Crown Plaza, Bacardi, Supergut

Designer | S2 Design | 2016 - 2017

Notable Clients include Dannon, Sabra, Pepperidge Farm, Emergen-C

- Implemented brand extensions to different product sub-brands and variant SKUs while honoring the master brand.
- Applied creative thinking to the brand refresh, with an emphasis on highlighting key benefits.
- Conceptualized CPG products with an emphasis on strong typographic messaging.
- Involved with market research, product naming, concept development, layout, and visual strategy for final photography.

Senior Designer | JAM | Johnson And McGreevy | 2015

Notable Clients include Colgate Palmolive, Arm & Hammer, WD-40, Jägermeister

- Managed and led creative projects from conceptual phases to finalized production files.
- Provided guidance and motivation for the junior design team.
- Designed unique and ownable packaging concepts for major household CPG brands as well as small start-ups.
- Worked directly with clients, illustrators and photographers.

Designer | Swerve Inc | 2011 - 2014

Notable Clients include Colgate Palmolive, Tweezerman, Hill's Pet Nutrition

- Integral part of redesigning Colgate Palmolive Naturals global hair care line.
- Collaborated with 3D designers, senior and junior designers.
- Immersed in new product developments and variant extensions for Colgate Palmolive oral and personal care products.

Skills

Soft Skills

- Strategic Design
- Cross-Functional Collaboration
- Public Speaking
- Client Services
- Project Management
- Retouching & Rendering
- Mechanicals & Production Art

Programs

Adobe Ai | Ps | Id
Figma | Miro | Mural
Asana | Basecamp
Microsoft Word | Powerpoint | Excel
Keynote

Education

Fashion Institute of Technology, SUNY

BFA | Branding & Packaging Design | 2011
AAS | Communication Design | 2009

Fun Facts

Inspired and energized by traveling and exploring new places, dancing to house music, and being out in nature.

Top Travel Spot: **Northern Vietnam**
Favorite Music Venue: **Sullivan Room circa 2012**
Coolest Hike: **Puntarenas, Costa Rica**