

EXPERIENCE

HH Global • *Graphic Designer*

San Francisco, CA • May 2018–Present

- Hired to on-board in-house and global design teams to the Google Play brand.
- In charge of overseeing all projects created for Google Play by both in-house and third-party teams and providing feedback and guidance to ensure they are on-brand.
- Included on the panel tasked with expanding the design team globally.
- Created documentation to improve processes using my extensive knowledge of the Google Play brand.

Google Play • *Freelance Graphic Designer*

Mountain View, CA • June 2016–May 2018

- Hired on a two year contract to assist the Google Play gift card team.
- Created and maintained print ready production files for gift cards for 35 countries and increased productivity by over 240% in the process (from 1/8 card to 30 cards per hour).
- Collaborated with the Google Play brand team and an external agency to re-design the entire gift card product suite.
- Worked with app developers to design global templates for promotional campaigns.
- Worked with the CRM team to design and launch promotional email campaigns.
- Collaborated with printers and supply chain team to establish a set of quality control specs for the product suite detailing dielines, spot finishes, and color matching.

Wells Fargo Private Bank • *Freelance Graphic Designer*

San Francisco, CA • February 2015–June 2016

- Hired on a long-term contract to assist the creative studio with print and web projects.
- Re-designed and coded over 160 HTML emails in a week for Wells Fargo Wealth Management branches to send to clients.
- Sourced stock photography and photo re-touching as needed.
- Created informational materials for the marketing team including brochures, fact sheets, white papers, and more.

Moxie Method • *Freelance UX/Graphic Designer*

Palo Alto, CA • January 2015–February 2015

- Hired on a one month contract to oversee the creation an e-commerce website.
- Designed and created wire frames, site map, and mock-ups for Zoli Baby's website.
- Created promotional trade show materials for Zoli Baby.
- Worked with web developers to create website pop-ups for Ruti, a local fashion boutique, to grow their number of e-mail subscribers.

College Glasses/Pop! Promos • *Creative Director*

Philadelphia, PA • January 2013–September 2014

- Promoted to Creative Director after being hired as a part-time E-mail Designer.
- Guided in-house creative department and overseas design team, while increasing productivity by almost 900% (from 6 product mock-ups to 65 mock-ups in 24 hours).
- Designed and maintained websites, wire frames, site maps, and SEO content for each of the company's four brands.
- Established and maintained brand guidelines for all four brands.
- Designed promotional materials and custom display stands for trade show booths.
- Art directed all product photography including photoshoots with local college students.

W. Atlee Burpee & Co. • *Freelance Graphic Designer*

Warminster, PA • September 2011–December 2012

- Hired on a long-term contract to help re-design the company's e-commerce websites after initially contracting two months to assist with a re-branding transition.
- Assisted in re-designing seed packets, in-store displays, and product packaging for retailers including The Home Depot, Lowe's, Target, Kmart, and more.
- Worked with the marketing team to design annual catalogs for both brands.
- Created wire frames and site map for the re-design of burpee.com.
- Designed weekly promotional emails for three different brands.

TECHNICAL SKILLS

Skilled in Adobe Creative Suite, HTML/CSS, Sketch, QuarkXPress, WordPress, Google Analytics and Webmaster Tools, MailChimp, Constant Contact, G Suite, and Microsoft Office Suite

Cross platform capabilities

Print Production

EDUCATION

University of California, San Diego
Interaction Design Certification
April 2016

The Art Institute of Philadelphia
Bachelor of Science in Graphic Design
Philadelphia, PA • June 2011

AFFILIATIONS

AIGA Member
2009–Present

AIGA Philadelphia Board Member:
Communications Committee
June 2014–October 2014

President of AIGA Student Chapter
September 2009–2011