

DESIGN WORK

Lead Designer, StratusCore, Sep 2017–Present

I lead all design efforts at a fast-paced startup including:

- Design of both digital and print collateral including ads, email and social content, landing pages, presentation design, event swag and flyers
- Strategy and project management of all marketing communications
- Style guide and UI design system creation to improve brand cohesiveness and design efficiency
- Website redesign and improved content strategy that has increased our users' time on site as well as site conversion rates
- UX/UI design of new features for StratusCore's web application

Graphic Designer, Eco-Shelter, Dec 2018–Mar 2019

- Designed the non-profit's website and promotional materials for use in fundraising efforts which helped them reach their goal of \$55,000
- Designed and delivered press-ready print materials for marketing and sales pitches including flyers, sales brochures and product spec sheets

Graphic Designer, Blue Heron Games, Feb–May 2018

- Designed all of the physical assets for Blue Heron's newest game, "Who Wears the Crown" which included original illustrations, laying out artwork in dielines and hand-off of production-ready files

Design Intern, Girvin Strategic Branding & Design, Jul 2016–Sep 2016

- Helped the firm with new business outreach: designed and produced company promotional materials, booklets and email blasts, and designed website mockups for the company's case studies
- Produced work for clients to excite and entice customers: generated original imagery and copy for social media posts, developed internal and marketing templates, contributed ideas for naming and brand strategy

UX/UI Designer, Everyhome.co, Sep 2015

- Designed an iOS mobile application for Everyhome.co within a three-week deadline
- Delivered a solution that strengthened the company's concept by making its product more efficient and interactive as well as providing a way to engage and crowd-source quality content to build out the company's offerings

ADDITIONAL EXPERIENCE

Executive Administrator, Alaska Structures/Hotes Foundation, Nov 2012–Dec 2014

- Organized events to final execution on time and under budget for the company and the CEO: created and managed timelines, sourced supplies and vendors and negotiated vendor contracts
- Planned large and small-scale travel for groups of 5 to 100+ people
- Sourced large amounts of materials for the CEO's disaster relief trips within a tight deadline; coordinated purchasing, delivery and distribution while navigating, budget and logistical constraints

EDUCATION

AA in Graphic Design
Seattle Central College
Sep 2015–Jun 2017

UX Design Certificate
General Assembly Seattle
Jun 2015–Sep 2015

**Double BA: International
Studies & French**
University of Washington
Sep 2008–Jun 2012

SKILLS

Art direction
Advertising
Brand strategy
Logo design
Visual identity
Illustration
Typography
Layout
Packaging design
Print design and production
Web design
HTML/CSS

SOFTWARE

Adobe Creative Suite:
InDesign, Illustrator, Photoshop,
AfterEffects, Premiere, XD

Prototyping Software:
Sketch, Invision

Microsoft Office Suite:
PowerPoint, Excel,
Word, Outlook