



CONTACT

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EDUCATION

2015-19

Bachelor of Fine Arts in Graphic Design

UNIVERSITY OF FLORIDA | Gainesville, FL

Graduated with Honors

One of 20 students admitted into a competitive program via portfolio review. The program is based on studio classes focusing on typography, visual systems, form and meaning, and more.

EXPERIENCE

CURRENT

James Simons Montessori School

SENIOR GRAPHIC DESIGNER / ART DIRECTOR | Charleston, SC

I was in charge of a complete brand re-design and launch. This included the creation of a new logo and accompanying branding. I designed teaching materials, marketing collateral, internal and external signage, presentations, social media content, and more. I also Art Directed all photo content required for the new brand.

2018

Mercado Global

GRAPHIC DESIGN/MARKETING INTERN | New York, NY / Panajachel, Sololá, Guatemala

I was responsible for support on designing and planning marketing collateral: for MailChimp, e-commerce, social media, etc. Making e-newsletter campaigns to be sent on Mailchimp (helping on strategy and design). Help tracking e-newsletter campaigns: monitor graphic design decisions. Evaluate on Google analytics the conversion rates of the ecommerce and how through design we can implement best practices to push sales. Support on implementing Adwords campaigns. Designing print materials: hangtags, postcards, banner for events, etc.

2018

Mint Design Studio

JUNIOR GRAPHIC DESIGNER | Gainesville, FL

One of ten members of student-run design studio. I worked on multiple projects that contributed to our local Gainesville community. This included brand development, marketing campaign design, and educational initiative fully-branded visual system creation.

EXPERIENCE (continued)

- 2017 **United Soccer League**
FREELANCE GRAPHIC DESIGNER | Tampa, FL
I created social media content.
- 2017 **Pulse Publishing LLC**
FREELANCE GRAPHIC DESIGNER | Durham, NC
Designed a book cover for print and digital format.
- 2016-17 **New York Lizards**
GRAPHIC DESIGN / PHOTOGRAPHY INTERN | Long Island, NY
I was responsible for designing pieces of marketing materials. My main projects included a season ticket brochure and an event poster design. I frequently worked on photo editing and creation of social media collateral.
- 2016 **Davis Reed Construction**
FREELANCE GRAPHIC DESIGNER | San Diego, CA
I designed internal collateral including a company employee directory.
- 2014 -18 **Trinity Montessori School**
SENIOR GRAPHIC DESIGNER | West Ashley, SC
I created various products for Trinity Montessori, ranging from flyers for special events to products used as teaching materials.

SKILLS

Design:

- Adobe Photoshop
- Adobe Illustrator
- Adobe InDesign
- Adobe XD
- Final Cut Pro X
- Branding
- Logo Design
- Web Development
- Photo / Video Editing

Marketing:

- Social Media Management
- Mailchimp
- Shopify Management
- Google Analytics
- Google AdWords
- Compass

INVOLVEMENT

- 2017 -19 **VoxGraphis**
FUNDRAISING CHAIR | Gainesville, FL
I was an officer in the University of Florida design club. As Fundraising Chair, I organized multiple fundraisers throughout the year to raise money for club activities and trips. I was also a volunteer for the production of Ligature 28, the UF Graphic Design symposium. I designed the official event t-shirt and vinyl decor.