

EDUCATION Bachelor of Arts, Design, University of California, Davis*June 2016*

First Year Scholar: Fall 2012 ■ Dean's List: Fall 2012, Winter 2014, Fall 2015

SKILLS	Adobe Illustrator	Branding	Packaging	Social Media
	Adobe Photoshop	Digital and Print Design	Illustration	CPG E-Commerce
	Adobe InDesign	Web Design	Photography	Mac and Windows OS
	Adobe Lightroom	Information Design	Motion Graphics	

EXPERIENCE Alumni Speaker, Department of Design, University of California, Davis*March 2019*

Invited to speak to two graphic design classes regarding my accomplishments and learning experiences as a professional graphic designer.

Creative Designer, Bubbies Homemade Ice Cream & Desserts, Inc., Phoenix, AZ (remote)*August 2021 - Present*

Currently working as the principal in-house designer for a frozen novelty manufacturer with nationwide distribution in grocers such as Whole Foods Market and Costco. Supporting all design-related efforts within Marketing, Sales, and Operations, including new packaging designs, print and digital marketing collateral, out-of-home and shopper advertising, web design, and creative support for small and large-scale activations. Working closely with multiple agency partners. Responsible for ensuring consistent brand identity across all projects whether in-house or outsourced. Managing project timelines and priorities to ensure success.

Graphic Designer, Sunfood Superfoods, El Cajon, CA*March 2019 - August 2021*

Principal graphic designer for a food manufacturer supporting e-commerce and nationwide product placement in retailers such as GNC and Walmart. Collaborated daily across every department to fulfill all graphic design needs including packaging, web design and wireframing, and print assets. Developed all visuals in marketing campaigns, touching every phase from campaign ideation to distribution, requiring adherence to tight deadlines and budgetary constraints. Evolved company branding to modern look while leveraging existing market familiarity.

Visual Designer, Isodiol, Escondido, CA*August 2018 - December 2018*

Created graphic design assets and managed social media channels for international company focused on e-commerce retail and wholesale. Worked as part of a comprehensive media team. Initiated marketing strategies and followed through with asset creation including web page design, social media banners and posts, physical ads and flyers, and packaging/label design.

Graphic Designer, Plum Paper, Oceanside, CA*July 2017 - August 2018*

Coordinated graphic design projects at a fast-paced e-commerce company specializing in personalized planners and stationery. Collaborated with team on the creation of social media posts, layout design, pattern illustration, web design, and product design. Headed a major product launch.

Graphic Designer & Web Content Manager, KESS InHouse, Oceanside, CA*September 2016 - April 2017*

Created variety of print and digital designs for an e-commerce drop ship company, keeping cohesive brand identity. Managed thousands of product listings and created and managed web pages using responsive web design practices.