



SUMMARY

Experienced visual designer with over 9 years in project leadership from conceptualization to execution across print and digital platforms. Proven track record of executing successful digital marketing campaigns through growing social media presence and increasing click-through rates. Proficient in web design and UX fundamentals, with a strong understanding of web accessibility and design systems.

SKILLS / SOFTWARE

Figma
Adobe Creative Suite
[Photoshop, Illustrator,
InDesign, Premier Pro, After Effects]
Responsive Web Design
Prototyping / Wireframing
Prepress / Print Production
Email Marketing & Design
Social Media
Branding
Illustration
Typography
Advertising
Project Management
Copy writing / Copy Editing
HTML 5 / CSS
Video Editing
Motion Design

EDUCATION

AA GRAPHIC DESIGN
Pierce College 2014
Lakewood, WA

WORK EXPERIENCE

GRAPHIC DESIGNER

Burkhart Dental Supply | Tacoma, WA [2022 - Present]

- Increase conversion rates and event sign-ups through designing engaging emails, building landing pages, and crafting visual components for marketing collateral
- Improve company website usability through conducting a site audit, creating a site map, conducting industry research, creating responsive web mock-ups in Figma, and presenting potential solutions to the team
- Conceptualize and design compelling visuals for print and digital while maintaining company brand standards including; web, email, social media, packaging, and ad campaigns
- Collaborate with cross-functional teams, both internally, and with external business partners

MARKETING & COMMUNICATIONS MANAGER

Tacoma Yacht Club | Tacoma, WA [2019 - 2022]

- Graphic design for print and digital including, printed magazines, books, advertisements, email marketing, events, social media, web & mobile, motion design, video editing, and presentations
- Successfully sourced vendors for print and digital products, saving \$7,000 annually in production costs
- Collaborated with external vendor to concept, design, and launch of the club's first mobile app, improving usability and convenience for users
- Grew social media audience by 23% by strategically expanding to other platforms, and modernizing social media strategy

PRODUCTION COORDINATOR / GRAPHIC DESIGNER

Design Imports India | Tukwilla, WA [2017- 2019]

- Designed eye catching illustrations, packaging and product assets for over 20 new textile and home products
- Successfully manage product production timeline while maintaining product quality, and adhering to safety standards for hundreds of purchase orders

FLORAL DESIGNER

Brown's Flowers | Tacoma, WA [2016 - 2017]

- Designed floral arrangements and fulfilled customer requests while working in a fast paced environment

FLORIST / GRAPHIC DESIGNER

Whole Foods Market | University Place, WA [2015 - 2016]

- Graphic design for retail including; print collateral, store signage, hand illustrated chalk signage to support seasonal promotions and sales