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## EDUCATION

**BFA Fine Arts**  
**Columbia College Chicago**

Chicago, IL  
2015

## SKILLS

### Hard Skills

- Adobe Creative Suite
- Microsoft Office
- WordPress
- Shopify
- Website Design
- Brand Design
- Print & Digital Design

### Soft skills

- Attention to Detail
- Collaboration and Teamwork
- Adaptability and Flexibility
- Time Management and Organization
- Technical Proficiency
- Creative Problem Solving
- Active Listening

## EXPERIENCE

### In-House Lead Graphic Designer - Flipo Group

2017 - Present

- Produced diverse digital and print marketing collateral such as sales sheets, catalogs, presentations, and email campaigns, instrumental in supporting the sales team's efforts to promote products to prospective buyers.
- Conceptualized, designed, and executed sub-branding and packaging solutions across multiple product lines, enhancing overall sales performance and brand recognition in retail environments.
- Crafted visually engaging instruction manuals and packaging for products showcased on leading TV shopping networks like HSN and QVC, ensuring full compliance with industry standards. This resulted in higher sell-through rates and fewer customer service calls.
- Photographed, retouched, recolored, and rescaled images to produce high-quality visuals for both print and digital applications, maintaining consistency across various marketing materials.
- Established and optimized project management procedures to streamline workflows and meet project deadlines effectively, ensuring efficient execution of creative initiatives.
- Collaborated closely with cross-functional teams to drive design projects from ideation to launch.

### Freelance Visual Designer - Rip's Tavern

2016 - Present

- Collaborated with tavern management to conceptualize and execute visual concepts for menus, signage, and other in-house materials.
- Maintained consistency in branding and messaging across all design assets to reinforce the tavern's identity and reputation.
- Redesigned the tavern's website, enhancing user experience with intuitive navigation, visually appealing layouts, and responsive design features to ensure accessibility across all devices.

### Contract Visual Designer - Flipped Out Inc.

2020 - 2023

- Created and implemented brand identities and guidelines for various consumer goods start-up companies, ensuring consistency across all touch points for enhanced recognition and engagement.
- Developed and presented creative concepts and design solutions to clients, resulting in an increased client satisfaction rate.
- Assisted with the development of brand strategy and strategic positioning for clients.
- Designed visually captivating and user-friendly websites following established brand standards, resulting in enhanced online presence and customer satisfaction.
- Crafted cohesive marketing collateral adhering to brand guidelines for both digital and print mediums, including web graphics, sell sheets, trade show banners, stationery, and more.