



Designer

REMOTECTRL DESIGN COMPANY
JUNE 2023 - PRESENT
(FREELANCE)

- Collaborated with the creative director and brand designer to build a brand identity and website for a machine learning company
- Ideated logo marks, typography, color, and website wireframes
- Explored web and photography direction
- Created brand guidelines
- Logo design for organizations such as; Unlimited Sciences

Brand + Digital Designer

EMBODY HEALING THERAPY
DEC 2022 - PRESENT
JAN 2020 - MAR 2020
(FREELANCE)

- Produced a cohesive brand identity that includes: logo, typography, color, layout, motion, photography, and tone of voice
- Created unique brand collateral and promotional marketing materials
- Managed copywriting for website, emails, social posts and forms
- UX/UI development for educational and scheduling website
- Presented design concepts to the client, took conceptual ideas and designed in-house and external deliverables based off of brand goals
- Digital asset management of design files and brand visuals

Designer

ALIADO STUDIO
APR 2021 - JAN 2023
(FREELANCE → IN-HOUSE)

- Collaborated with the creative director to build-out cohesive brand deliverables for clients that included brand identity, web design, digital and print marketing materials
- Teamed with the marketing strategists and copywriters to create and design marketing campaigns that included emails, web banners, presentations and social media posts
- Maintained client e-commerce websites and designed monthly hero graphics and banners
- Constructed educational videos for co-workers and clients on progression of projects and how-to videos on how to work programs
- Overlooked web-developers on the progression of website development to keep brand guidelines intact
- Designed products including bead jewelry and weaved baskets
- Assisted in production art for all print projects that includes: wall graphics, vehicle wraps, rack cards, t-shirts, banners, posters, and etc.

Graphic Designer + CSR

DERMASMOOTH BOUTIQUE
JAN 2017 - JAN 2019
(IN-HOUSE)

- Collaborated with the owner to design marketing materials such as posters, pamphlets and fliers
- Created brand assets
- Managed production art to be printer ready
- Customer service and sales representative for salon clients

EDUCATION College for Creative Studies → Communication Design, BFA.

SKILLS Brand Identity, Color Theory, Typography, Composition, Layout, HTML/CSS, UX/UI Design, Print and Digital Graphic Design, Illustration, Ideation, Moodboards, Copywriting, Marketing Materials, Presentations, Mockups, Production Art, Attention to Detail, Constructive Critiques, Problem-Solving, Reliable, Teamwork, Organization, Time Management, Adaptability, Multitasking, 5+ Years of Experience

TOOLS Adobe Creative Suite, Microsoft Office, Google Workspace, Shopify, Webflow, Wix, Figma, Mail Chimp, Klaviyo, Pinterest, Canva, Miro, Asana, Monday.com