



CONTACT ME

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MY PORTFOLIO

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EDUCATION

B.F.A. in Communication Design
Kutztown University of Pennsylvania
May 2024
GPA - 3.6

HONORS/AWARDS

Dean's List 2020 - 2024
Freshman Exhibition Show - May 2020
Kutztown PA - Juried Exhibition Show

SKILLS

Adobe Creative Suite
Basic Understanding of
CSS and HTML and JavaScript
Quickly grasps new information
Works well under pressure
Strong problem solving skills

FOCUSES

User Experience
Branding
Advertising
Art Direction
Social Media Strategy

VOLUNTEER EXPERIENCE

Designathon - Graphic Designer Kutztown, Pa - Spring 2024

A 12-hour consecutive event devoted to making and designing various ads/logos/social media posts for local non-profit organizations.

Design RX - Graphic Designer Kutztown, Pa - Spring 2023

Designed stationary sets for graduating Kutztown University students, worked collaboratively with a team of four.

WORK EXPERIENCE

Red Tettermer O'Connell + Partners - Art Creative Intern Philadelphia Pa, January 2024 - March 2024

- Worked closely with other team members, including graphic designers, photographers, copywriters, and marketing professionals, to execute projects effectively.
- Assisted in real time trend meetings and came up with ideas for tiktoks for various clients.
- Sat in weekly creative status meetings with various team leader.
- Created Gifs and social media posts for Sparkling Ice and Dietz and Watson primary using after effects and Photoshop.
- Adjusted tasting mats and tasting menus using InDesign to fit the current asks.
- Created professional comps for various clients and leveraged existing decks, assisting in creating visual materials.

West Winds Smoke Shop - Graphic Designer Trenton, NJ, August 2023 - Current

- Designed primary and secondary logos for West Winds Smoke Shop, successfully integrating branding elements into business and promotional cards, as well as original artwork for flyer's, and greeting cards.
- Collaborated closely with the client to ensure designs aligned with their vision and brand identity.
- Managed time efficiently to meet tight deadlines, delivering high-quality design assets within specified time frames.
- Produced custom greeting cards and birthday cards tailored to the store's theme and target audience, enhancing customer engagement and brand loyalty.
- Created personalized clothing items for employees and customers, incorporating unique design elements to reflect the brand's identity and promote a sense of unity within the store community.

Sprouts Farmers Market - Vitamin Clerk Dresher, Pa - January 2021 - February 2024

- Educated customers about the benefits of supplements and vitamins, utilizing in-depth product knowledge to address inquiries and provide informed recommendations within established guidelines.
- Created and maintained visually appealing department displays to showcase merchandise effectively and enhance customer engagement.
- Implemented accurate pricing strategies for merchandise, utilizing stamping, marking, and shelf tag placement to ensure clarity and consistency throughout the department.
- Stayed abreast of upcoming events and seminars, facilitating proactive customer engagement and promoting relevant products.
- Collaborated with colleagues to identify and showcase trending products, optimizing merchandise displays to capitalize on consumer preferences and drive sales.