



An artist and designer with a passion for collage, organic shapes, and unique color palettes. With **8+ years of graphic design** experience as well as **5+ years of creative management and direction**, I have all the skills and instinct to lead a team as well as develop impactful, clever and thoughtful creations.

EDUCATION

2011-2015

BFA IN GRAPHIC DESIGN

SUNY Oswego

- Minored in Art History and Arts Management
- Interned at ROCO Gallery in Rochester and Tyler Art Gallery at SUNY Oswego
- Graphic Designer for The Women's Center

SKILLS

- Adobe program expertise
- Brand creation, development, and direction
- Team collaboration
- Social media management
- Front-end web design
- UX/UI and accessibility design
- Content and process management
- Prototyping and cloud program expertise

EXPERIENCE

2023-Present

CREATIVE RESOURCE GROUP TEAM LEADER

Excellus BCBS

- Manage a team of full-time and contract designers develop collateral for Excellus BCBS, Univera Healthcare, and Lifetime Benefit Solutions
- Review and critique all work developed by the designers (brochures, booklets, flyers, postcards, social media, etc.)
- Collaborate with manager and other leaders to create better workflows

2023-Present

OWNER & CREATOR *MKT Design*

- Work with companies large and small to create branding packages, merchandise, websites, illustrations, etc.

2021-2023

CREATIVE DIRECTOR *Bonterra/GiveGab*

2017-2021

DESIGN MANAGER *GiveGab*

- Manage the GiveGab brand, website, and a team of designers
- Lead in feature conceptualization, design, direction, and development
- Conduct regular competitive analysis to help inform design decisions across our site and marketing/sales assets
- Collaborate with the Marketing and Sales team on new products, web pages, offerings, sales decks, pitches and infographics

2016-2017

GRAPHIC ARTIST *Ithaca Bakery*

- Responsible for brand management and assisting Marketing Director
- Create and deliver signage in a timely manner (chalk signs, print, digital)

2015-2016

GRAPHIC DESIGNER *Northern Lights Candles*

- Created new ideas of products (candles), packaging design and conference design
- Directed and finalized product photoshoots for print and digital