

2024

MassArt
Digital
Media

5/2007–Present
Creative Director,
Founder



9/2021–Present
Supervisor

Nelia Studio (Maintained in conjunction with experiences)

Contract experiences with Ignis Arts Ballroom, Tufts University, Arthur Murray Dance Studios, Puzio Eye Care, Event Expressions, Service Point USA, Cambridge Pro Graphics, East Cambridge Little League, and surrounding public schools, including DESE/MAVA projects.

- Passionate visual storyteller with expertise in graphic design, art direction, photography, illustration, data visualization, and motion graphics.
- Transform research and data into engaging layouts and graphics for digital and print.
- Design multi-platform communication products for diverse audiences.
- Collaborate with design, digital, multimedia, and editorial teams on projects.
- Achieved 6.9K% social media growth in 2024, with content interactions up 4.1K%.
- Boosted Facebook visits by 700% and Instagram visits by 256%.

2021



Southeastern Regional Technical School

Supervisor

- Use design and visual communication skills to share training info with new staff, enhance curriculum, and develop tech tools.
- Market programs to districts, families, and community stakeholders with visual storytelling techniques.
- Develop and executed multi-channel communication strategies, including websites, social media, brochures, presentations, and videos, to highlight student growth and boost admissions.
- Increase the district's social media visibility by over 600% in a few months, with a reach increase of 827% and engagement up by 7% in just 90 days.

2018



5/2011–7/2018
Director
Program
Development

Everett High School

- Fostered student engagement by working with Everett School District, educators, counselors, and families through multi-language websites, email, and social media.
- Translated research, editorial content, and data into engaging digital and print layouts, prototypes, and graphics for key audiences.
- Maintained visual communication and documentation for staff and student evaluations, and developed a daily photo library of students at work for advertising.

2011



5/2011–7/2018
Design & Visual
Communications
Instructor

Design & Visual Communications | Somerville High School

- Instructed Design & Visual Communications students in a program focused on four-year college and career preparation.
- Created communications using websites, brochures, presentations, and video clips to showcase student growth and enhance program applications.
- Designed projects to teach software techniques using Adobe Photoshop, Illustrator, InDesign, Dreamweaver, and Animate, enabling students to create portfolios and gain real-world experience in customer needs assessment.
- Maintain visual communication and evidence for student showcase and senior week. Developed photo library of students at work to communicate for further advertising and guide through portfolio development

MFA
Suffolk
University



DESE
Design
Instructor
License



7/2007–7/2011
Graphic Designer

EPS/School Specialty

- Manage freelance designers and oversee workflow is returned correctly and timely.
- Develop marketing material concepts in collaboration with marketing team of EPS/School Specialty.
- Create designs, concepts, and sample layouts based on knowledge of layout principles and aesthetic design concepts used for seasonal catalog, program overviews, ads, and direct mail pieces.
- Develop graphics, layouts and logos for product lines. Created vector art in RGB format for children's book characters and elements
- Product photography for in-house samples. Maintained designs and product art.

2007

BFA
New
England
School of
Art &
Design
@ Suffolk
University



2000

AA
BHCC



Education & Life Experiences

- Non-traditional track to achieve goals, worked full-time in the print industry while pursuing a BFA and raising my 2 sons.
- Maintaining a GPA above 3.5 throughout.
- Attended evening classes and leveraged professional print experience to enhance portfolio and skill development.