

SUMMARY

Seasoned design and production professional with extensive experience across print and digital media. With conceptual, technical and managerial proficiencies, I am looking to continue in a leadership role to drive impactful design efforts in a creative environment.

PROFICIENCIES

Expert:

InDesign
Photoshop
Illustrator
Acrobat Pro
Microsoft Word, Excel &
PowerPoint
Keynote

Working Knowledge:

Figma
HTML/CSS
Adobe XD
Dreamweaver
After Effects
Premiere Pro
Canva
Workfront

EDUCATION

Fashion Institute of Technology

*Continuing Education in
Graphic Design*

New York University

*Bachelor of Science in
Communication Studies,
Concentration in Marketing
Magna Cum Laude &
Dean's Honors List*

CERTIFICATIONS

*Foundations of UX Design
(Google Online Course)*

ON THE SIDE

Freelance Talent Manager at high-profile events such as the VMAs, Tony Awards and Rock & Roll Hall of Fame Inductions, acting as a liaison to performers and celebrity participants.

*References available
upon request.*

DESIGN & PRODUCTION

Huemen (Harman International)

Graphic Designer

Feb. 2022 - June 2024

- Designed ads, retail & event graphics, web pages & banners, emails, social media, product & corporate graphics, brochures and presentations—from concept to final production
- Assigned to all Harman brands and divisions including JBL, Harman Kardon, AKG, Arcam, Infinity, Harman Automotive and Digital Transformation Solutions

Tommy Hilfiger (PVH Corp.)

Freelance Graphic Designer

Sep. 2021 - Dec. 2021

- Designed a variety of digital and print assets, including web banners, emails, social media, store displays and out-of-home advertising
- Developed the Spring 2022 design guidelines for the North American market

Coach (Tapestry, Inc.)

Manager, Studio Operations / Production Artist

Mar. 2013 - May 2021

- Ensured all print mechanicals and digital assets were built to spec, accurately revised and timely released for global projects, including visual merchandising, corporate and event graphics, out-of-home advertising, store hoardings, collateral, direct mail, packaging, web banners and branding guidelines.
- Collaborated with art directors to bring concepts to life by creating final assets based on guidelines and creative vision
- Improved department workflow by developing process and procedures, managing art libraries, and leading other initiatives and technology rollouts
- Implemented a 5-year rebranding plan to revitalize Coach and grow the brand with a younger customer demographic

M·A·C Cosmetics

Freelance Production Artist

Jan. 2013 - Mar. 2013

- Provided design and production support for various marketing efforts including out-of-home and collateral campaigns

Wilson Relationship Marketing Services

Studio Manager / Production Artist

Aug. 2008 – Mar. 2012

- Supervised a team of four Production Artists and managed workflow for all studio assignments in a fast-paced environment
- Set, revised and released print mechanicals and built physical comps as necessary
- Revised emails, websites, banners and online newsletters, and reviewed them for content, appearance and usability across various browsers and platforms

ACCOUNT/PROJECT MANAGEMENT

Wilson Relationship Marketing Services

2005 - 2008

Wunderman/Young & Rubicam

1998 - 1999, 2003 - 2004

TBWA/Chiat/Day/Tequila

2003

Grey Direct

2003

Deutsch Inc.

1999 - 2002

- Managed integrated print, digital, direct mail, out-of-home and television advertising campaigns
- Took projects from conception to final delivery by preparing strategy and research documents, creative briefs, design guidelines, estimates and schedules
- Accounts included Microsoft, Adobe, Louis Vuitton, MCI, AT&T, Nextel, Wells Fargo, The Home Depot, DirectTV, AAA, Brink's Home Security, U.S. Postal Service