



GRAPHIC DESIGNER
& VISUAL ARTIST

EDUCATION

Bachelor of Studio Arts with a Concentration in Graphic Design

University of Nebraska Omaha | 2011 - 2015

SKILLS

Proficient in Adobe Creative Suite

Expertise in Logo Design & Illustration

Skilled in Photography and Image & Video Editing

Experience with Email Marketing Software & Design

Knowledgeable in Online Advertising Strategies

Web Design & Merchandising Proficiency

Social Media Marketing & Content Creation

Packaging Design & Printed Materials Expertise

Strong Creative Thinking & Collaboration Skills

Exceptional Attention to Detail

Effective Time Management and Multitasking

FREELANCE

Graphic Designer & Muralist

St. Pius X St. Leo School | 2024

- Conceptualized, designed, and painted two large-scale murals featuring original artwork, showcasing creativity and attention to detail.

EXPERIENCE

Graphic Designer

eCreamery Ice Cream eCommerce & Local Companies | 2019 - Current

- Adhered to existing brand guidelines for eCreamery Ice Cream and Carson's Cookie Fix following their merger and successfully rebranded both businesses to enhance cohesion and drive revenue growth.
- Collaborated daily with company owners and department directors to strategize and create marketing materials, leveraging creative thinking, data analysis, and research.
- Partnered with department leads to design and develop creative assets, including printed materials, packaging, websites, emails, social media campaigns, and advertisements, ensuring consistent brand awareness.
- Served as the lead illustrator and typographer for custom label designs, including corporate gifts, the online custom design tool, and seasonal/special occasion collections.
- Planned, directed, and executed photography sessions to produce image assets for marketing purposes.
- Managed, edited, and distributed a high volume of digital assets across all marketing channels.
- Coordinated with vendors to procure high-quality printed assets for marketing needs.
- Consistently works independently with strong self-motivation to effectively multitask and complete creative projects under tight deadlines.

Graphic Designer & Marketing Specialist

Goodwill Industries | 2018 - 2019

- Supported the Senior Graphic Designer in creating and developing printed and digital materials for the agency while ensuring adherence to brand guidelines.
- Leveraged creative design skills to educate the community about the company's nonprofit mission and programs.
- Actively participated in agency meetings and facilitated communication with external contacts and vendors.

Graphic Designer & Arts and Environment

St. Patrick's Church and Preschool Program | 2012 - 2018

- Designed and developed new branding, logos, and a website for the church and preschool, ensuring cohesive visual identity.
- Collaborated with staff, volunteers, and vendors to manage and create digital and printed materials, maintaining high design standards.
- Designed, created, and installed seasonal decor throughout the church and affiliated buildings to enhance community spaces.