

Education	2015 – 2019	Cal Poly State University San Luis Obispo, CA B.S. in Graphic Communication, Design Reproduction Concentration Photography Minor	2017	Rhode Island School of Design Providence, Rhode Island Summer Institute Graphic Design Studies Print and Web Focus
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Experience	Apr '22– Now	Base Design, Senior Designer Piloted projects from initial discovery to final design. Formed a comprehensive digital experience strategy to reconcile the internal goals of organizations and their audiences needs. Developed and designed digital branded experiences to balance visual with usability.	Jan '22– Apr '22	Strava, Freelance Senior Designer Conducted design sprints to internally pitch a potential global marketing campaign to showcase a newly established brand. Executed multiple concurrent work-streams to create, approve and deliver print-ready assets to external print vendors.
	Aug '21– Jan '22	Base Design, Freelance Senior Designer Conducted stakeholder and user interviews, competitive analysis, and extensive market research. Designed from concept to final wireframes of a direct to consumer marketing website in the pet insurance space.	Aug '21 – Jan '22	Koto Studio, Freelance Designer Built client-ready brand identities for a range of companies across various verticals and industries. Worked with clients ranging from messaging software to consumer protein bars in workshops, interviews and meetings..
	Jun '19– Aug '21	Butchershop Creative Co, Designer Crafted engaging brand identities across all medias, from digital e-commerce platforms to physical printed products. Presented and pitched design work to clients through decks, interactive workshops and exercises. Led juniors through projects, setting internal and external deadlines to ensure the highest quality along a timeline.		

Skills	User Experience and Interaction Design, Prototyping, Custom Wordmark and Logomarks, Typography.	Figma, Framer, Adobe Illustrator, Photoshop, InDesign, AfterEffects, Glyphs.
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