

DESIGN & DIRECTION

Elevating branding by delivering innovative designs, iterated quickly from ideation through production to pixel-perfect final deliverables for digital and print. I have extensive experience and a broad skill set spanning branding in web/digital, environmental and print.

Adept at collaborating between teams and disciplines to create great results. I'm dedicated, have a strong work ethic, flexible, calm under pressure and able to smoothly multi-task between projects at ad agency speed.

EXPERIENCE

SENIOR VISUAL DESIGNER; VMLY&R HEALTH; SAN FRANCISCO, CA 2019-2023

Part of a cross-functional team including Animation, Development, and Product Management to conceptualize, design, and build multiple digital and print communication tools, from concept to execution (websites, interactive apps, email, banner ads, 3D and print). Collaborated daily with stake holders, print vendors, animation teams and developers. Clients include: Pfizer, AstraZeneca, GSK and Alexion.

SENIOR DESIGNER, SALESFORCE; SAN FRANCISCO, CA 2017-2019

Digital design lead for the Platform product section of the Salesforce website. Partnering with UX, Development and internal stakeholders to evolve the brand experience and strengthen lead-generation. Dreamforce Conference: concept and design on social campaigns, banners, landing pages, print ads, collateral and environmental design.

FREELANCE SENIOR DESIGNER; SAN FRANCISCO, CA 2014-2017

Swirl Advertising: concept/design for Microsoft Store's social channels as well as in-store promotion and branding. Other Clients: Muhtayzik Hoffer Advertising & Cloudera

ASSOCIATE ART DIRECTOR, RAZORFISH; SAN FRANCISCO, CA 2010-2014

Concept and design of digital experiences (website to social) for clients such as Netflix, Stanford Health & Clinics, Best Buy and Intel.

DESIGNER, DUNCAN/CHANNON 2005-2009

Concept and design of integrated campaigns (print and digital) for nonprofits such as Search for the Cause, Diageo and Sega.

SKILLS

Fluent in responsive digital design standards and production, social marketing, email, branding, print design & production, interactive event design, photography & retouching, illustration, UX, prototyping, knowledge of motion/video editing.

TOOLS

Figma, Adobe CS, Adobe XD, Sketch, CMS, JIRA, Powerpoint, Keynote

EDUCATION

California State University, San Jose – Graphic Design Program