

VENTURES

senior designer | APEX FINTECH SOLUTIONS | 06.24 - PRESENT

- ▶ Senior graphic designer for this global fintech firm, ensuring brand consistency across all internal and external marketing channels, marketing campaigns, product experiences, presentations, and large scale events
- ▶ Creates high-impact visual narratives that build trust with B2B and B2C audiences, strengthening brand credibility in highly regulated fintech and SaaS markets
- ▶ Translates complex financial and technical concepts into clear, engaging graphics, layouts, infographics, and flow charts that improve client understanding and reduce sales cycle times

senior designer | PEAK6 | 05.22 - PRESENT

- ▶ Senior graphic designer for this global fintech investment firm, leading design strategy and execution for global marketing campaigns, UI design, events, and product experiences, driving brand consistency for our portfolio of companies
- ▶ Partners with product teams to design user-friendly interfaces and in-app experiences that improve customer adoption and retention
- ▶ Designs high-impact sales and marketing collateral, including presentations, digital ads, landing pages, and event assets that unify product and marketing touch-points, enhancing brand recognition and customer trust

senior designer | ADAMS COUNTY GOVERNMENT | 06.18 - 05.22

- ▶ Led design and creative direction for large-scale community events, developing branding, signage, digital assets, and print collateral that engaged audiences of 10,000+ residents
- ▶ Partnered with over 20 internal departments to design department-specific internal campaigns, presentations, and employee engagement materials that strengthened organizational culture and transparency
- ▶ Designed external communication campaigns including newsletters, social media graphics, public service announcements, and press kits that improved community outreach and participation

art director | BLUEBAZOOKA CREATIVE STUDIO | 10.13 - 05.18

- ▶ Founded and operated a boutique creative studio, delivering brand identity, marketing, and product design solutions for clients across diverse industries
- ▶ Directed end-to-end creative processes (brand strategy, concept development, design execution, and production) while balancing business operations and client management
- ▶ Combined strategic thinking with creative execution, resulting in long-term collaborations and brand growth for clients

SUMMARY

As a senior graphic designer, I've built my career on versatility: shaping brands from the ground up, creating marketing that connects, and designing product experiences that feel intuitive and true to the brand. I enjoy moving between these spaces because it means every project strengthens the bigger picture of how a company shows up in the world.

SKILLS

adobe creative cloud
adobe after effects
adobe illustrator
adobe indesign
adobe photoshop
ai platforms
branding
campaign development
content management
digital design
figma
google workspace
microsoft powerpoint
motion design
photo art direction
print design
project management

VENTURES CONT'D

art director | BEAUTICONTROL | 02.12 - 06.13

- ▶ Directed photoshoots for skincare campaigns, overseeing concept development, styling, lighting, and post-production to ensure visuals aligned with brand identity and market positioning
- ▶ Collaborated with photographers, models, stylists, and marketing teams to produce high-quality imagery for packaging, e-commerce, advertising, and social media
- ▶ Designed packaging, digital assets, print collateral, and retail displays that elevated brand presence and strengthened consumer appeal

assistant art director | JCPENNEY | 02.10 - 09.11

- ▶ Directed large-scale studio and on-location photoshoots for national advertising, e-commerce, and seasonal campaigns, ensuring alignment with JCPenney's brand standards and merchandising goals
- ▶ Collaborated with buyers, merchandisers, stylists, and photographers to develop visual concepts that highlighted apparel, home goods, and seasonal promotions
- ▶ Designed print and digital marketing assets — including catalogs, in-store signage, email campaigns, and social media graphics — that reached millions of customers nationwide

SMARTS

BACHELOR OF FINE ARTS

Focus: Graphic Design

THE ART INSTITUTE OF DALLAS

BACHELOR OF INTERDISCIPLINARY STUDIES (B.I.S.)

Focus: Mass Media & Communication

ARIZONA STATE UNIVERSITY

SKILLS

adobe creative cloud
adobe after effects
adobe illustrator
adobe indesign
adobe photoshop
ai platforms
branding
campaign development
content management
digital design
figma
google workspace
microsoft powerpoint
motion design
photo art direction
print design
project management