

PROFESSIONAL SKILLS

Software: Adobe Creative Suite (Illustrator, Photoshop, AfterEffects, Premiere, Lightroom, InDesign, XD), Sketch, InVision, Keynote, Microsoft Office, Procreate

Photography & Editing
Social Media Strategy
Illustration
Typography
UI design
Print design
Art direction
Animation
Copywriting
Video & Production

PERSONAL SKILLS

Ideation
Leadership & Initiation
Communication
Organization
Optimism

AWARDS & ACCOLADES

President, Visual Communications Major

Selected Designer, Digitas Portfolio Review

Excellence in Photography Award

Calloway Humanities Scholarship

University of Delaware Provost Scholarship

EDUCATION

BFA, VISUAL COMMUNICATIONS

UNIVERSITY OF DELAWARE '20
GPA: 3.65 | Dean's List: 2016–2020
Study Abroad Experience: London, UK (2019)

EXPERIENCE

QVC

West Chester, PA

Digital and Print Designer (Contract)

August 2023 – Present

- Designed the wrap for the QVC Formula1 race car that competed in the 2024 Miami Grand Prix
- Concepted and executed design for dozens of billboards across the Philadelphia area as well as a Times Square billboard, which ultimately brought a surplus of new customers to our website
- Utilized print expertise to create engaging direct mailers that directed people to purchase from QVC with compelling offers
- Worked with Creative Directors to start our national Age of Possibility campaign through deliverables such as mailers, billboards, Vogue and People magazine spreads, and paid social ads

FREELANCE PHOTOGRAPHY/DESIGN

Philadelphia, PA

Photographer & Designer

Jan 2023 – Present

- Shooting video & photo for weddings, engagement sessions, graduation shoots, and portrait sessions for musical artists and models
- Creating and revamping logos and brand identities for small businesses

THE MUNROE AGENCY

Philadelphia, PA

Junior Art Director

May 2022 – Jan. 2023

- Completely ran social media and email advertising for the agency's biggest client through trend research, efficient concepting and planning with copywriters, and innovative execution of videos & images

MC3

West Chester, PA

Design Traffic Coordinator

Jan. 2022 – May 2022

- Managed and improved flow of design requests from PM's to designers

REINGOLD

Alexandria, VA

Art Director & Graphic Designer (Contract)

Aug. 2021 – Dec. 2021

- Transformed logos, composed intriguing ad storyboards, and refined printed and digital content for clients like St. Jude and Veterans Affairs

NUTRISYSTEM

Fort Washington, PA

Graphic Designer (Contract)

Feb. 2021 – Jul. 2021

- Oversaw social media and email content through the creation of dynamic animations and graphics to promote social engagement and ultimately increase website traffic

BRANDSHARE

New York, NY

Freelance Graphic Designer

Nov. 2020 – Jan. 2021

- Amplified major companies such as Amazon and Food Lion's digital footprint through connected sampling and research

BLOOM DAILY PLANNERS

Newark, DE

Freelance Graphic Designer & Photography Intern

Jan. 2019 – Mar. 2020

- Developed and facilitated original design campaign promoting cultural inclusivity and LGBTQ+ equality, ultimately increasing Bloom's bottom-line digital product earnings
- Managed photography and retouching processes of new product listings and social media imagery, enhancing online presence and tripling consumer engagement