

## EXPERIENCE

### Interactive Graphic Designer

Daily Burn | 05/2014 - 03/2018

Led art direction of program branding, graphics and media campaigns.

Conceptualized and designed graphics for web pages, articles, e-books, marketing collateral, videos, branding presentations and other materials.

Worked closely with developers, business dev, video production, marketing, and editorial departments to define the look and feel of Daily Burn.

Created design frameworks and instructed freelancers and designers on their implementation. Provided creative feedback to improve brand aesthetics.

### Communications Designer

Blink Reaction | 02/2014 - 05/2014

Collaborated with Drupal engineers to create a design system that streamlined partner brand assets, common UI elements, color and type.

Created and directed the look and feel for the General Electric Inspire blog page, redesigned the Blink Reaction website and handled photography for Blink Reaction's About Us page.

Designed large environmental stage displays, signage, print media and web graphics to promote and build the Blink Reaction brand.

### Integrated Graphic Designer

The Sawtooth Group | 01/2013 - 02/2014

Lead B2B designer for LunchBreak, McCormick USA, Freixenet and Blue Buffalo brands.

Conceptualized and created animated display ads, bottle labels, POP displays, illustrations, sales promotion briefs, environmental campaign designs and collateral for web and print.

Worked on mock-ups, presentation comps, image color correction and formatting of mechanical layouts to meet production and design guide requirements.

### Graphic Designer/Photographer

Rutgers Recreation Center | 01/2012 - 01/2013

Handled projects from conception of various club brandings and recreation department print collateral to displays for large university events.

Photographed fitness classes and events for social media pages and in-house print.

Designed web ads, posters, flyers, brochures, direct mail, stationary, environmental displays and other publications.

## EDUCATION

### BFA Graphic Design, Photography

Rutgers, The State University of New Jersey | 09/2006 - 05/2010

Achieved cumulative GPA of 3.24. Obtained a Minor in Art History.

## SKILLS

Adobe Creative Suite, Premiere, Microsoft Office Suite, Sketch, Zeplin, UI and UX Design, Digital Production, Concepting, Branding, Layout, Art Direction, Retouching, basic CSS and HTML, B2B/B2C experience, Typography, Color Correction, Mechanicals, Digital SLRs, RAW files, Print, fluent Spanish.