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Experience

Airline Tariff Publishing Company, Herndon, VA

Graphic Design Marketing Intern

2024 – Present

- Designed and adapted engaging marketing materials and presentations that aligned with brand identity and market trends.
- Created dynamic social media content, including motion graphics and animations, to enhance audience engagement and brand storytelling.
- Contributed to video and photo editing to refine promotional content, ensuring high-quality visual assets for campaigns.

The Agency at UF, Gainesville, FL

Graphic Designer

2023 – Present

- Transformed strategic concepts into impactful visuals by collaborating Art Directors and fellow designers to ensure alignment with branding guidelines.
- Incorporated feedback from project managers and art directors to refine and enhance design while maintaining brand consistency.
- Managed design projects across multiple client accounts, delivering creative solutions tailored to each brand.
- Designed 10-year anniversary crewneck for the internal agency, contributing to team culture and branding.
- Led the design of an editorial photobook, overseeing layout and visual storytelling.
- Redesigned Brechner’s Sunshine Week website and social media, applying UX/UI principles to improve accessibility and engagement.
- Collaborated to develop a DEI campaign that fostered a sense of belonging through non-representational design, using quilts as a metaphor for unity.

Acuity Brands, Atlanta, GA

Graphic Design Intern

2024

- Contributed to large-scale projects requiring strategic design solutions and collaboration across teams.
- Developed a sub-brand for Earthlite’s fiscal environmental report, refining fonts, colors, and icons to create a cohesive identity.
- Conceptualized report cover designs and layouts, ensuring clarity and visual impact.
- Collaborated with senior and contract designers to refine design direction and execution.
- Provided ideation support for a major website redesign, contributing to conceptual development and visual improvements.

Innovatus LLC, Chapel Hill, NC

Creative Director

2023 – 2024

- Led branding efforts as creative director, overseeing the development of cohesive brand identities.
- Created brand books and guidelines to maintain consistency across various products.
- Improved SEO performance for the company website using Yoast SEO and Elementor, enhancing search visibility and web traffic.
- Conceptualized and designed label and packaging to create consumer-driven product experiences.

Skills

Brand Identity

Illustration

Typography

Layout

Packaging Design

Motion Design

Web Design

Art Direction

Photography

3D Modeling

Video Editing

Software

Adobe Illustrator

Adobe Photoshop

Adobe Indesign

Adobe Premiere

Adobe After Effects

Adobe Dimension

Adobe Media Encoder

Adobe Acrobat

Adobe Fantastic Fold

Airtable

Asana

Canva

Creatopy

Elementor

Figma

Google Workspace

HTML

CSS

Notion

MediaValet

Microsoft Office

Miro

Monday.com

Procreate

Trello

Slack

Wix

Womp 3D

Wordpress

Achievements

2025

Ligature 34 Best in Show Group Award

AIGA NY Mentee

Hootsuite Platform Certification

AEF MADE Finalist

2024

AIGA Member

Education

University of Florida

BFA in Graphic Design, 2025

Minor in Mass Communications