

## Experience

### Newell Brands

**Graphic Designer** | Jan 2018 – Present

Work with cross-functional teams to create cohesive design solutions that answer the brief while maintaining brand standards.

Collaborate and lead brainstorm sessions to provide creative solutions for omni-channel marketing plans.

Plan and organize photo shoots for use across multiple mediums. Art direct on set with talent and photographers to ensure the brand story is brought to life.

Organize, lead and execute packaging design and production for large SKU roll-outs.

Manage a heavy workload while adapting and quickly transitioning from different brands.

Enhance and elevate designs by using fine art and illustration skills.

### Aisle Rocket Studios

**Art Director** | Feb 2014 – Dec 2017

Executed designs for in store advertising and point of purchase to drive sales.

Collaborated with creative marketing teams for marketing campaigns and line reviews.

Designed training materials for store associates, which included long-form publications.

Assisted in place-making campaigns around Southwest Michigan, which included attending city council meetings and public outreach through branded campaigns of social media and printed materials.

Coordinated and directed photo shoots for an array of brands.

Strategized and designed social media campaigns for product sales and events.

## Freelance Experience

### Fehren Elizabeth Studios

**Graphic Designer, Illustrator & Photographer** | Jun 2012 – Present

In addition to the client work that is individually listed below, I designed and illustrated invitations for a variety of social gatherings that included weddings and community events.

Working as a photographer, I was responsible for scheduling, photographing and editing images for wedding, engagements and family sessions.

### Community Tap St. Joe

**Graphic Designer & Illustrator** | Oct 2020 – Present

Assisted in the reconfiguration of the logo for comprehensive branding formats. Explored color palettes for the brand, and their applications. Designed and illustrated content for merchandise for their current plan and a future comprehensive merchandise plan.

### Flake & Loaf

**Graphic Designer** | Jun 2020

Presented concepts for logo design for the brand. Finalized the logo and brand guidelines.

### JJ's Peppers

**Graphic Designer & Illustrator** | Jun 2020

Conceptualized and designed a logo and labels for the brand.

### Jay's Lounge

**Graphic Designer & Illustrator** | Mar 2019 – Feb 2020

Illustrated and designed posters and flyers for weekly specials.

### Beer Church Brewing Co.

**Graphic Designer & Photographer** | Dec 2018 – Sep 2019

Designed food, cocktail, beer and children's menus for the brewery. Photographed food and location for menu, billboard, and social media usage. Developed can labels, merchandise, and in-house marketing.

## Freelance Experience, cont.

### **Boujchic Boutique**

**Graphic Designer** | Dec 2018

Designed a logo and corresponding product lockups for a beauty product line.

### **The Golden Cut**

**Graphic Designer** | Mar 2016

Guided the owner through the design process, conceptualized logos, developed brand guidelines, created marketing materials and offered future marketing material ideas for the company.

### **Benton Harbor Athletics Department**

**Graphic Designer** | Feb 2016

Designed marketing materials for a fundraising golf event.

## Internships & Learning Experience

### **Design Center at Western Michigan University**

**Intern** | Sep 2012 – Apr 2013

Worked on a variety of projects ranging from identity/branding work to book cover designs. Other responsibilities include designing marketing materials for Art Prize and the ABAI Conference in Chicago.

### **Jennifer Mayo Studios**

**Assistant Photographer** | May 2010 – Dec 2012

Assisted the main photographer for weddings, engagement and portrait sessions. Designed layouts for wedding albums.

### **ARS Advertising**

**Intern** | May 2008 – Aug 2008

Worked on creative designs and concepts, input creative ideas, and constructed physical mock-ups for presentations.

## Education

### **Western Michigan University**

**Bachelor of Fine Arts** | Graphic Design

Graduated 2013 | Dean's List

### **Southwestern Michigan College**

**Associate in Applied Science** | Graphic Design

Graduated 2009 | Dean's List

## Proficiencies

Brand Design  
Identity Design  
Photography  
Photo Direction  
Long Form Design  
Presentation Design  
Storyboarding  
Social Media  
Collaboration  
Brainstorming  
Culture Leader

Project Management  
Art Direction  
Print Production  
Iconography  
Color Theory  
Sketching & Illustration  
Painting  
Hand Lettering  
Microsoft Office  
Procreate  
Apple Keynote

Adobe Acrobat  
Adobe Illustrator  
Adobe Photoshop  
Adobe InDesign  
Adobe Lightroom  
Adobe After Effects  
Luxion Keyshot  
Mock-ups  
Book Making  
HTML & CSS  
Javascript