



## Summary of Qualifications:

Multi-disciplinary graphic designer with a passion for research, problem-solving, and analytical thinking to facilitate all aspects of projects. 15 years of hands-on design experience in large enterprises and small businesses provide a unique vantage point that, coupled with a process-driven approach to design, allows for the agile handling of large workloads.

## Clients & Collaboration:

**Anheuser-Busch | Henniker Brewing | Walt Disney Company | Pet Edge | Stride Rite | Education First | Harley-Davidson | Martha Stewart**

## Experience:

**Boston Warehouse Trading Co. | 2016 - 2020**

Brand Manager-CPG Designer

Initiated a "green packaging approach" replacing non-recyclable materials with paper-based and eco-friendly print processes. This action reduced the packaging cost and increase sales to environmentally-conscious retailers.

- Executed the rebranding of the company and implemented the new brand guidelines across all channels
- Managed all aspects of packaging projects, ensuring over 400 POs a year was delivered on time, within scope, and on budget
- Implemented workflow for "quick to market" capabilities increasing project completion by 25%
- Identified overlapping products each quarter, proposed and executed brand strategies for fresh, timely market releases

**Hasbro / Hasbro Gaming | 2016-2016**

Contracted Graphic Designer-Adult / Classic Games

Managed overall design development, quality, cost, and schedule of multiple time-sensitive adult games. Identified future trends and implemented those designs resulting in successful trend-forwarded product launches.

- Established new evergreen packaging within the adult gaming division with a proposed shelf life of 7 to 10 years
- Accelerated the design process while meeting strategic checkpoints to ensure quality with aggressive on-shelf dates
- Presented each stage of the development to stakeholders and VPs

**Home Essentials & Beyond | 2012-2015**

Art Director / Graphic Designer

Overhauled the design division and implemented processes to ensure proper project tracking and streamlined information flow while designing and overseeing the launch of the website and monthly digital marketing campaigns. These efforts increased productivity and sales for B2B and opened up opportunities for direct to consumer sales.

- Rejuvenated existing brands and CPG to align with consumer trends in an ever-changing marketplace
- Designed in-store signage such as lightbox films, window posters, promotional events, and POP fixtures

## Qualification:

### Skill Set:

- CPG Packaging
- Brand Identity & Strategy
- Art Direction
- Production Design
- Print & Digital Marketing Design
- Digital Editing & Retouching
- Interactive Prototyping
- UX / UI

### Technical Set:

- Adobe Creative Suite including but not limited to; Illustrator, Photoshop, InDesign, XD & After Effects
- WordPress, Figma, Wix, Mail Chimp
- Microsoft Office, Google Docs, Keynote, Numbers, Pages
- Photography

### Working Knowledge:

- HTML CSS
- Sketch

## Education:

### Pratt Institute

Bachelors of Fine Arts

- Communication Design

### Udemy:

- Web & Mobile Designer in 2021: UI/UX, Figma
- User Experience Design Essentials - Adobe XD UI UX Design