

EDUCATION

Methodist University | BFA in Graphic Design | May 2024

- **Relevant coursework:** Social and Interactive Media, Design Production (proficient in Adobe Creative Suite), Typography I & II, Drawing I & II.
- **Certificates:** Hootsuite Social Media Marketing Certification, Hootsuite Platform Certification, Foundations UX Design Google certificate, HTML & CSS

WORK EXPERIENCE

Designer | New Target, inc | August 2023 - July 2024

- Produced high-quality, engaging content (posts, stories, videos, graphics and email newsletters) for social media channels including Facebook, Instagram, X and LinkedIn.
- Designed and animated custom graphics for company website, email marketing and marketing presentations, using Adobe After Effects and Lottie
- Collaborated with Cross-Functional teams; marketing, development and project managers to ensure a cohesive brand voice across all platforms (web design, digital ads and social media).
- Conducted website audits, competitor analysis and concept and usability testing to gather feedback and inform on wireframes and prototypes to meet customer needs.

Graphic Design Intern | The Trevor Project | May 2023 - July 2023

- Designed brand pattern and ideated new illustration concepts, managing project and creative process from ideation through implementation
- Designed assets for internal and partner use, working from briefs and familiarity with brand strategy to support campaign launches, promotions, and other marketing initiatives .
- Created various logo lockups to be used with external partners and vendors, aimed towards fundraising and sponsorship.

Graphic Design and Social Media Assistant | Methodist University | January 2021 - May 2023

- Grew Instagram following by 12% by creating a cohesive brand and style guide for all alumni social media platforms.
- Tracked and analyzed key performance metrics, providing regular reports to optimize content and strategies by compiling data on competitor's social media accounts to compare our performance and boost our engagement by 50%.
- Developed and implemented social media strategies by improving content creation and curation for Instagram, Facebook, LinkedIn and email marketing.

Graphic Design Assistant | Methodist University Marketing and Communications | May 2021 - August 2021

- Created print materials for university and event specific marketing assets (large-scale banners, brochures, infographics and postcards).
- Produced high quality graphics, photo and video content for social media, with engaging story and purpose.
- Maintained a photo/video repository that supported various digital and print communications.

SKILLS AND SOFTWARES

Adobe Creative Suite (Illustrator, Photoshop, InDesign, After Effects, Premiere Pro), Microsoft Office, G-Suite, Figma, Asana, Frame, HTML and CSS, Creatopy, Lottie, Elementor, Hootsuite.