



Experience

Visual Designer

Inspin Digital / Jan 2021 - Present

Sole designer for a small creative firm that provides clients with branding, web platforms, and digital strategy consultancy. Provide all visuals and design oversight while working closely with clients and in-house developers to ensure best practices and user satisfaction.

UX/UI + Visual Designer

Cervello / June 2016 - Jan 2021

Led the design on a multitude of print and digital projects in marketing and product design environments that called for creative problem solving, interdisciplinary collaboration, and deadline-driven deliverables.

Designed and developed multi-platform marketing campaigns; site maps, wireframes, and interactive prototypes for digital products; stylized datasheets and marketing materials, large-format prints for banners/booths, and various print and digital assets.

Web Designer

HealthPlex / Summer 2015

Designed and made front-end contributions to an extensive website for a major health insurance conglomerate.

Visual Design Intern

Plyfe / Summer 2014

Made direct UI design contributions to a website with 200,000 monthly visitors. Also developed a multi-platform brand identity, designed and coded email blasts for a user base of 70,000, designed a media kit for clients and investors, and wrote copy for affiliate marketing blog posts.

Education

Rochester Institute of Technology

Class of 2016

Graphic Design BFA
Creative Writing Minor

Proficiency

User Experience

Competitive Analyses	User Personas	User Flows
Site Maps	Wireframing	Prototyping
UI Mockups	Information Architecture	Usability Testing

Visual Design

Branding	Typography	Grid & Layout
Vector Illustration	Photography & Imagery	Sketching
Color Theory	Visual Hierarchy	Attention to Detail

Additional

Copywriting	Trend Awareness	Finding Resources
Learning Software	Concept Development	Problem Solving
Adaptability	Organization	Curiosity

Tools

Software

Adobe Illustrator	Adobe InDesign	Adobe Photoshop
Figma	Balsamiq	Brackets
Character Animator	A.I. Tools	Trello

Additional

HTML / CSS	Google	Pen & Paper
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