

A BIT ABOUT ME

I am a designer with confidence in my craft and a goal of bringing vision to fruition. Through my education and professional experience, I can leverage my skills in motion graphics, video editing, social media, branding, and illustration while judiciously prioritizing multiple projects in a fast-paced environment. I am constantly looking to improve and learn, from exploring emerging trends to testing visual experimentation.

EDUCATION

**George Mason University,
Fairfax, Virginia**

Graduated: May 2019

Bachelor of Fine Arts in Art and Visual Technology with a concentration in Graphic Design

KEY SKILLS

- Adept with Adobe After Effects, Adobe Photoshop, Adobe Bridge, Adobe Illustrator, Adobe Premiere, Adobe InDesign, Wix editor, and Figma
- Social media content creation
- Minimal coding experience, HTML, CSS, Adobe After Effects expressions
- Proficient in digital photography
- Ability to work well individually or with a team on a project in collaboration with the client
- Efficient time management

WHAT EXCITES ME

- Learning new skills and tools
- Professional development opportunities
- Motion graphics and animation

WORK EXPERIENCE

FINRA, Digital Designer, September 2022-Present

- Produce and execute all video social media content across platforms such as LinkedIn, X, Instagram, Facebook, and YouTube
- Creation of graphics, illustrations, voice-overs, short-form videos, face-to-camera interviews, content creation, explainers, event promotional videos, and animations that gain 1k+ views on social platforms
- Played a pivotal role in launching a new Instagram page, garnering 2k+ followers within the first year
- Implement graphic and motion standards for corporate communications
- Establish graphic templates for Adobe Express, Adobe After Effects, and Vimeo Create, and provide user training across multiple teams
- Deliver creative direction and graphics for video productions within corporate communications for internal and external content
- Develop dynamic motion graphic backgrounds for company-wide town halls, leadership symposiums, and webinars

Freelance, January 2018-Present

- UGC promotional content creation for Prose
- Social media motion graphic for YCMC by Shoe City
- Brand development for Parkview Capital, including completing market research, competitive analysis, and creation of:
 - Graphic Standards
 - Website
 - Marketing Materials
 - Illustration and Iconography
 - Headshots
 - Motion Graphics

American University, Graphic Designer, October 2019-September 2022

- Lead designer in implementation of comprehensive capital fundraising campaign of \$500 million for the university
- Worked in conjunction with the vice president of marketing to expand new graphic standards of university fundraising campaign
- Created templates and social media toolkits in PowerPoint, Word, Keynote, and InDesign for division use
- Curated and led training of Adobe programs and templates for staff
- Designed a variety of printed marketing materials, including postcards, brochures, booklets, reports, and proposals to increase engagement and philanthropic initiatives for the university
- Lead designer of new, mission-critical print and digital collateral needs across platforms, including social media, video, and other multimedia avenues for both the public and internal employees in preparation for a university-wide rebrand launch

Washington Commanders, Graphic Design Intern, June 2017-December 2017

- Crafted sponsored ads for responsive websites
- Illustration and layout design for internal initiatives
- Real-time game day photo editing for official Instagram account