

SUMMARY

Visual designer with a decade of experience in graphic design, creative direction, and advertising, specializing in concept-led brand identity, visual systems, and campaigns across print, digital, and experiential formats, with a focus on arts, culture, and consumer brands.

RELEVANT EXPERIENCE

Graphic Designer | Modern Impact Agency

Feb 2026 - Now

- Develop concept-led brand identity systems and campaigns for clients across arts, consumer, and lifestyle industries, owning work from initial concept to final production across print, digital, and signage.
- Design a wide range of formats including brand identity & systems, print collateral, environmental graphics, and digital advertising, adapting each to an established visual identity.
- Collaborate cross-functionally in a lean agency, managing multiple concurrent projects and fast turnarounds while presenting concepts and gathering feedback directly with clients and internal teams.

Freelance Graphic Designer | Freelance

Jan 2024 - Now

- Design brand identities and visual systems for arts, culture, and consumer-goods clients: logos, typography, color, brand guidelines, and animated/motion content, plus scalable design systems across formats.
- Upside (current): support the content and marketing teams with print, digital, and experiential design, including booth and environmental design for tentpole events (GroceryShop, NACS).

Lead Designer & Creative Producer | New York Asian Arts Festival

Jan 2025 - June 2025

- Developed the festival's brand identity and visual system, extending it across print, digital, social, and environmental applications for a citywide cultural audience.
- Designed and produced exhibition graphics for a show in Soho, NYC, including exhibition identity, title treatments, and printed collateral, then produced and curated the exhibition itself.

Thought Leadership & Content, Program Manager | LinkedIn

Aug 2021 - Apr 2024

- Drove creative direction and art direction for visual narratives across LinkedIn's flagship content programs, partnering with editorial, PR, and design teams to publish work featured in WSJ, Adweek, and company-wide campaigns.
- Led video campaigns end-to-end for Cannes Lions, owning concept, narrative, storyboarding, and vendor management while directing the look and feel through final design and delivery.
- Managed projects from concept through production across cross-functional teams, coordinating vendors and stakeholders to deliver on brand, on schedule.

ADDITIONAL PROFESSIONAL EXPERIENCE

Media Analytics & Consulting | LinkedIn, Rocket Fuel, Reval

2013-2021

- 8+ years supporting multi-channel campaigns for Fortune 500 brands, translating insights into strategic creative and visual narratives.

SKILLSET

Software/Tools

- Adobe Creative Suite: Illustrator, Photoshop, InDesign (Basic After Effects)
- Figma
- Canva
- Weavy
- Claude/ChatGPT
- Familiarity with HTML, CSS, and/or JavaScript

Creative

- Brand Identity & Visual Systems
- Multi-Channel Campaign Design: Digital, Print, Social
- Environmental & Exhibition Design
- Typography & Layout
- Data Visualization
- Copywriting/Editing

Strategy

- Cross-Functional Collaboration (Marketing, PR, Content)
- Client & Vendor Management
- Creative Direction & Art Direction

EDUCATION

Path Unbound

2025

Design Portfolio School

Shillington College

2015

Graphic Design

Rutgers University

2009-2013

B.S. in Finance