

SUMMARY

Graphic designer with 10 years of experience in advertising, analytics, and marketing, now focused on brand identity and visual systems. I combine creative execution, business insight, and client-facing skills to craft brand stories and solve challenges through design, with a proven ability to quickly learn and apply new tools and skills.

RELEVANT EXPERIENCE

Freelance Graphic Designer

Jan 2025 - Present

- Deliver **brand identity, campaign, and digital design solutions** for clients in the arts, beauty, and lifestyle industries
- **Vision On:** Produced on-brand LinkedIn **ads and marketing assets**, aligning storytelling with performance goals to support client growth in the beauty/fashion sector, exceeding CTR benchmarks by 117%.
- **Vision On:** Partnered with the Marketing Director to **optimize** LinkedIn campaigns, **adapting creative** for different audiences, formats, and markets.

Lead Designer & Creative Producer | New York Asian Arts Festival

Jan 2025 - Present

- Created the **full brand identity** and visual system for the festival and debut exhibition, producing design assets across digital, print, marketing, social media, and exhibition design.
- **Planned, curated, and designed art exhibition** "What Will People Think?" and executed citywide programming that connected multicultural perspectives to a modern audience.
- Designed **content for marketing campaigns** in partnership with the social lead, ensuring cohesive brand storytelling and audience engagement across channels.

Thought Leadership & Content, Program Manager | LinkedIn

Aug 2021 - Apr 2024

- Directed cross-functional programs with **marketing, PR, and analytics teams** to transform complex data into **brand storytelling across digital, print, events, and social media** channels.
- Managed & directed **design and motion graphics vendors to produce animated videos** for the Cannes Lions Festival, showcasing LinkedIn's data.
- Collaborated with **editors, graphic designers, and PR teams** to produce **long-form articles & data visualizations** published on LinkedIn's content franchise or pitched to outlets like WSJ and Adweek.
- Streamlined content production processes and tools, increasing visibility, adoption, and efficiency of global insights content programs.

ADDITIONAL PROFESSIONAL EXPERIENCE

Media Analytics & Consulting | LinkedIn, Rocket Fuel, Reval

2013-2021

8+ years in analytics and marketing strategy, supporting multi-channel campaigns for global brands and Fortune 500 clients. Skilled in turning data into brand storytelling and presentations, adapting insights for diverse markets, and managing client relationships at the executive level.

SKILLSET

Software/Tools

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

Creative

- Brand Identity & Visual Systems
- Multi-Channel Campaign Design: Digital, Print, Social
- 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