

¡Hola! I am a designer whose heart is set on building community-driven brands by creating meaningful digital experiences.

EDUCATION

California College of the Arts, 2015
Interaction Design, BFA

TECHNICAL SKILLS

Illustrator
Photoshop
InDesign
Premiere Pro
After Effects
XD
Figma
Keynote
PowerPoint
Google Apps
Asana
Mac OS & iOS
Windows OS

DESIGN SKILLS

Design Thinking
Design Research
Photo Manipulation
Branding + Identity
UX / UI Design
Digital Illustration
Motion Design
HTML / CSS

EXPERIENCE

Mid-Level Designer at Ruggable
Various marketing campaigns, 2022

Designed and executed static and motion ads for paid and organic channels. Collaborated in the conception and execution of evergreen, launch, and promotional campaigns across web, email, and social platforms.

Freelance Designer at Livingly Media
Holiday Gift Guide with Lonny, 2020 -2021

Supported Lonny's Editorial Director by conducting in trend research for a series of nine different gift guides. Helped readers find the perfect item for every person on their shopping list by designing interactive and shareable content (emails, site banners, and social assets).

March Madness Challenge with Zimbio, 2020

Connected Zimbio to Tv fandoms everywhere by designing couple-specific content every week of the challenge where fans could then share & encourage others to vote for their preferred couple—resulting in 1.7 million votes.

Design Intern at Imprint Projects

Levi's Music Week, 2018 -2019

Converted art direction into packaged templates (digital ads, banners, email, mobile, social, print, mockups, etc.). Implemented a preflight checklist to all design deliverables then uploaded and organized files to client and internal DAM systems with a taxonomy structure.

Levi's Music Projects, 2018 -2019

Developed a style guide to serve as a set design standards and create a visual consistency across multiple global recap videos.

Beyond Trend with Creative Growth, 2019

Elevated pop-up shoppers' experience by designing a wild-inspired environment to explore, complete with foliage partitions and signage.

Freelance Designer at Mellanox

Various internal communication campaigns, 2017

Developed newsletters using Dreamweaver, InDesign, Wordpress, and Act-on. Designed t-shirts, presentation decks, and video reel for an internal hackathon.

Freelance Designer at Floriano's

Brand Identity project, 2014 - 2015

Elevated the hole-in-the-wall restaurant into a social epicenter by rebranding and creating a series of t-shirts, hats, signs, and car decals their local clientel can proudly support.