



## LISTEN · CREATE · COLLABORATE

I am a dynamic, passionate, and detail-focused visual designer. I deliver innovative, strategic, and problem-solving approaches to create engaging, brand-aligned visuals with flexibility and a positive attitude, effectively managing projects and shifting priorities. I work confidently and independently in deadline-driven environments while collaborating and communicating empathetically with internal departments and external partners.

### TEHCNICAL SKILLS

#### Adobe

InDesign · Illustrator  
Photoshop · XD · After Effects  
Premiere Pro · Acrobat  
Figma

HTML & CSS

Asana

SalesForce

LearnDash

Articulate

#### Microsoft

Word · Excel · PowerPoint  
Outlook · Publisher

#### Google

Docs · Spreadsheets · Slides

### EDUCATION

Bachelor of Fine Arts,  
Majoring in Graphic Design  
Concordia University, Nebraska

### PROFESSIONAL DEVELOPMENT

Ladies that UX Denver

Denver UX Meetup

Girl Develop It

Improv & Stand-Up Comedy



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### Creative Director, Winter Group May 2022 – Current

Develop, design, manage, and direct visual, digital, print, and video content for national and international companies and organizations in the education industry.

- Meet and exceed deadlines and quality expectations with a self-starting and steady approach, from initial project brief to final, expertly designed deliverables.
- Demonstrate exceptional visual design fluency, balancing decisive design decisions with curiosity and creativity while maintaining brand standards and usability.
- Utilize inclusive design practices throughout development and implementation.
- Establish and maintain productive and positive working relationships within the internal team and external client relationships, and manage contract designers with consistent, clear and concise communication, organized resources, and friendliness.

### Freelance Designer March 2019 – Current

Develop and design agency-quality visual branding, advertisements, and marketing collateral.

- Seamlessly connect businesses with their target market by creating an authentic visual identity.
- Create professional, polished brand-aligned designs for digital and print output.

### Graphic Designer & Relationship Banker, Mascoma Bank June 2019 – October 2021

Improved social media presence and provided exceptional customer service to all external customers and internal team members at a Certified B Corp.

- Redesigned and modernized social media graphics.
- Built strong customer relationships and aligned products, services, and referrals.
- Consistently approached tasks and interactions with a continuous growth mindset and navigated obstacles with a positive attitude.

### Sr. Digital Designer, Seventh Generation/Unilever Contract 2020

Collaborated with internal creative and integrated marketing teams to design custom digital content across all online channels at a Certified B Corp.

- Conceptualized and expertly designed digital content for websites, mobile, social media, blogs, and emails, adhering to and innovating within brand style guidelines.
- Effectively communicated and collaborated cross-functionally within the company, meeting project deadlines and exceeding expectations.
- Navigated shifting project objectives and deadlines with readiness.

## **Supervisor, Digital Design, Dealer.com**

July 2017 – February 2019

Directed a team of specialists and designers in creating on-platform and off-platform graphics and advertisements for clients' monthly digital marketing campaigns.

- Cultivated best practices by reviewing design files and team member performance using qualitative and quantitative data analytics to meet client and company goals.
- Guided and motivated staff with positivity while organizing and overseeing creative team projects, critiques, and brainstorming sessions.
- Launched collaborative efforts to improve processes, project workflows, and team communication.
- Navigated obstacles with optimism and clear communication, re-prioritizing tasks to ensure project deadlines and expectations were met.
- Streamlined operations by identifying opportunities and implementing solutions for process and workflow improvements.
- Created a growth culture by training and mentoring team members in workflow best practices and department objectives.

## **Senior Designer, Dealer.com**

May 2014 – June 2017

Created custom digital graphics for external and internal projects to meet client expectations and company goals.

- Delivered high-quality creative assets and advertisements, aligning with client asset style direction and campaign objectives.
- Directed project workload and timelines independently with an upbeat personality, exceeding expectations.
- Achieved low re-work requests, increasing client satisfaction and total asset output.
- Verified accuracy, ensuring deliverables met manufacturer brand standards and compliance guidelines.
- Maximized output by aligning with team best practices and designing in a reusable, systematic, and easily manageable format.
- Established and maintained positive cross-team relationships, supporting company goals.

## **Graphic and Digital Design Manager, Literati Creative Group, Inc.**

July 2013 – May 2014

Played an integral role in producing five bi-annual wedding magazines (WellWed and Vermont Vows) from initial client contact to final press-ready files.

- Surpassed client expectations by communicating, conceptualizing, and producing high-end print advertisement designs by deadline.
- Facilitated the production of magazine files by designing, editing photos, and laying out publication spreads.
- Assured relevant and current content was generated and maintained on the website, fostering audience engagement.
- Built and maintained positive relationships with internal teams and external partners while collaborating on photoshoots.

## **New Media Creative Director, KOLN/KGIN TV (10/11)**

August 2009 – May 2013

Collaborated across multiple departments to develop, create, and maintain paid and promotional content across a multi-platform website and broadcast television station.

- Provided expertly designed, on-brand creative content for broadcast, web, social media, and print, managing multiple projects while meeting internal and external client expectations and deadlines.
- Increased traffic across multiple online channels by creating content and building new website pages.
- Ensured up-to-date and relevant information was at users' fingertips, increasing ad revenue.
- Inspired optimism throughout the company and community by coordinating internal and external outreach projects with diligence and positive energy.

## **Graphic Designer, Big Red Printing**

June 2005 – August 2009

Held a multi-faceted role, communicating, designing, coordinating, and pricing digital, spot, and full-color printing projects for in-house and out-of-house production. Custom graphic design for print output, including brochures, business cards, letterhead, logos, advertisements, newsletters, packaging labels, stickers, and more.

- Ensured customer satisfaction by creating layout and design projects to client specifications while managing shifting priorities to meet deadlines.
- Established and maintained trusted and profitable customer relationships, meeting company expectations of premium customer service.
- Increased workflow efficiency by developing and implementing a design file management system.
- Generated positive community relationships by participating in the company's volunteer efforts.