

SKILLS

Photoshop
InDesign
Illustrator
After Effects
ProCreate
Fresco
Figma
Adobe XD
Keynote
PowerPoint

LANGUAGES

English
Spanish
JavaScript
HTML
CSS

TRIPTENT 2018–PRESENT

SENIOR ART DIRECTOR | JUN 2023–PRESENT

- Developed and pitched concepts for ad campaigns in retail, B2B, luxury, and beauty industries.
- Worked closely with junior designers, voice talent, copywriters, stakeholders and vendors
- Developed storyboarding, visual storytelling and creative problem solving within often rigid brand guidelines

SENIOR GRAPHIC DESIGNER | AUG 2018–JUN 2023

- Managed high-volume, fast-turnaround needs for our primary client Pandora Jewelry, serving digital and print ads in North and South America in 3+ languages
- Designed on-brand messaging and novel campaign concepts for multiple clients including: Kohl's, PetSmart, WeightWatchers, KPMG, and Believe Diapers.
- During the two (2) years following 2020, our small remote team delivered 133 television spots, 3800+ digital videos, 2000+ print ads, 4500+ digital ads, and more than 100 radio spots.

PRECISE LEADS DEC 2015–MAR 2018

SENIOR GRAPHIC DESIGNER

- Rebranded company upon arrival, including brand guidelines for print and web, visual interior style for in-office decor, signage, and trade show presence
- Redesigned, built, and coded company website, preciseleads.com
- Designed and coded company blog The Orange Umbrella (go.preciseleads.com), a new marketing tool which boosted our incoming leads to web traffic by 30%+
- Responsible for design of marketing materials, both print and digital
- Coordinated collateral and strategy with marketing and sales

HOUGHTON MIFFLIN HARCOURT JUL 2015–DEC 2015

GRAPHIC DESIGNER

- Assisted in transition and rebranding during departmental acquisition of Scholastic Education Technology department by HMH.
- Adhered to a stringent style guide for a plethora of print and digital assets
- Assisted in ideating new concepts for upcoming campaigns

GO! EXPERIENCE DESIGN

GRAPHIC DESIGNER | MAY 2015–JUNE 2015

TVI ACTORS STUDIO

GRAPHIC DESIGNER | JUNE 2011–APRIL 2015

PRIOR EXPERIENCE
AVAILABLE UPON REQUEST

EDUCATION

School of Visual Arts

GRAPHIC DESIGN | SEPTEMBER 2007–JUNE 2011

Concentrations in printed matter, branding, logo design, hand lettering, and typeface design.

Hunter College High School

CLASS OF 2005 | NEW YORK, NY

PAST CLIENT LIST



KOHL'S **PANDORA**

