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Work Experience

AffiniPay // Senior Graphic Designer // 2021-2024

- Lead designer on sub-brand of parent company and responsible for brainstorming new campaigns, deliverables, and pitching ideas to creative team and stakeholders.
- Create conversion-driven email campaigns multiple times a month that align with brand guidelines and marketing goals.
- Support our sales team at events by preparing print and apparel graphics, large signage, booth design, event swag, and customer giveaways.
- Design compelling visuals for both organic and paid social media, Google Ads, and gated assets, ensuring a consistent and engaging brand presence.

University of Texas, Austin // Graphic Designer // 2019-2021

- Responsible for creating and executing design concepts for various health campaigns and topics at the Center for Health Communications.
- Create designs across many formats including print pieces, toolkits, social media, presentations, marketing emails, environmental design, and web design.
- Manage multiple deadlines for six clients independently with minimal direction.
- Consult with external clients on project needs and present concepts with supporting brand and marketing rationale.

University of California, Davis // Copywriter & Designer // 2017-2019

- Redesign current HR website with web developer by configuring layouts, using CMS and HTML, writing taglines, and perform weekly maintenance.
- Manage and ensure visual elements (text, photos, and graphics) are consistent, work together, grammatically correct, and stay on brand.
- Use AP Style to write creative copy for projects including, but not limited to, emails, campaigns, promotions, and other marketing materials.

University of California, San Diego // Marketing Specialist // 2015-2017

- Manage a streamline of marketing requests in the Business & Financial Services department to help promote their services and attract new customers.
- Enhance university branding by designing logos for smaller units, creating marketing material such as flyers, invitations, and booklets.
- Compose written articles for newsletters, websites, and mass communications.

LA Family Housing // Communication Associate // 2013-2015

- Responsible for managing and executing various communication campaigns in order to garner donations for a homeless services nonprofit.
- Perform event planning duties to manage large-scale events that entails designing invitations and ads, soliciting sponsorships, and running day-of logistics.
- Create and write success stories by interviewing key people and working with photographers to create compelling visuals that accompany the story.

About

I'm an Austin-based graphic designer and copywriter. My goal is to provide organizations with creative solutions through design and content management.

Education

M.A. Graphic Design & Digital Media

May 2019

Academy of Art University

San Francisco, CA

B.A. Advertising

May 2012

University of Houston

Houston, TX

Skills & Software

- Adobe Photoshop
- Adobe InDesign
- Adobe Illustrator
- Adobe XD
- Chicago AP Style Writing
- Copywriting and Editing
- Microsoft Suite
- MailChimp
- Constant Contact
- WordPress
- Wix and Squarespace
- Video Editing

Hobbies

Visiting National Parks, hiking, kayaking, stand-up paddle boarding, camping, trail walking with my dog, trying every restaurant in Austin.