

Work Experience

AffiniPay // Senior Graphic Designer // Feb 2021–Nov 2024

- Lead designer for sub-brand serving 20K+ customers with strong focus on generating campaign ideas, creating moodboards, self managing time, and executing creative deliverables on tight deadlines.
- Successfully met Marketing Qualified Lead goals by 100% over 20+ different months. Achieved through 360 end-to-end campaigns (emails, social, digital ads, and website).
- Review quarterly metrics with Demand Generation, asses performance, and tailor new graphics to cover needs for organic/paid social media, Google Ads, and gated assets.
- Develop conversion-driven emails by designing banners, creating body of email with HTML foundation, include interactive elements, and follow review/editing process.
- Collaborate with events team for tradeshow by designing large booths, apparel items, print handouts, wayfinding signage, and graphics for digital screens.

University of Texas, Austin // Graphic Designer // Oct 2019– Jan 2022

- Responsible for creating and executing design concepts for multiple health campaigns that reached audiences of 50k+ at both the local and national levels.
- Managed six clients with simultaneous deadlines independently with minimal direction.
- Reached 83% of audience on MD Anderson Cancer Center campaign through eight events that showcased graphic design work (park signs, one-pagers, digital ads).
- Continuously support clients' needs across multiple mediums including print pieces, toolkits, social media, presentations, emails, environmental design, and web design.

University of California, Davis // Copywriter & Designer // Oct 2017–Oct 2019

- Two-year contract job to redesign Human Resources website with web developer tailored to current and prospective employees that includes over 1,000 pages.
- Met with 25+ university departments to understand their function, needs, and voice. Achieved through configuring layouts, using CMS, editing HTML, writing taglines, and reevaluating pages through weekly maintenance.
- Managed and ensured visual elements (text, photos, and graphics) are consistent, work together, grammatically correct, and stay on-brand.
- Used 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 // Nov 2015–Feb 2017

- Managed a streamline of ad hoc creative requests to support business and finance department needs, develop brand voice, and ultimately attract campus users to use their services.
- Partnered with 10+ internal units (Invoicing, Shipping, Dining, etc) to enhance their presence by designing logos, creating marketing, material such as flyers, invitations, and booklets that can be passed out to prospects.
- Served as lead creative for digital comm, designing and writing newsletters (reaching 5k+ staff), editing website content, and ghostwriting all-staff emails.

Professional Summary

Senior creative professional with over a decade of experience. Known for blending design and copywriting to deliver cohesive storytelling and strong brand impact.

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
- Asana
- Wrike
- Copywriting and Editing
- Microsoft Suite
- MailChimp
- Constant Contact
- WordPress
- Wix and Squarespace
- Video Editing

Personal

When I'm not at my computer, I'm an outdoor enthusiast who enjoys exploring national parks, kayaking, and discovering new Austin restaurants with my dogs.