

current position + recent clients

Freelance Creative Director & Graphic Designer

01/20 – Present

I freelance for an array of clients and teams, with a comprehensive focus on providing creative direction and design execution to all components of experiential and events – from conceptual development to integrated on-site builds and branding. Varying from project to project, I also continue to direct, develop, and produce graphic identities and 2D creative for select clients.

SHEIN

ROMWE

max

 Microsoft

audible 

Lifetime

Ford

verizon^v

previous experience

CIVIC Entertainment Group

Art Director, 12/18 – 12/19

Junior Art Director, 12/17 – 11/18

civic-us.com

The unique breadth of clientele and vast scale of projects at CIVIC greatly cultivated my conceptual chops while bolstering my managerial experience. With a much heavier hand in the pitch phase, I collaboratively ideated major brand campaigns and activations, developing a powerful understanding of how to blend strong writing and sleek design to sell in big ideas. With less hands-on involvement in production, I helped manage scenic, motion, and graphic designers to ensure each project's deliverables were on-the-mark and on-time.

MAG

Senior Designer, 6/17 – 11/17

Graphic Designer, 6/15 – 5/17

Freelance Designer, 8/14 – 5/15

themagexperience.com

MAG's small and mighty creative team immensely impacted my adaptability as a designer, both collaboratively and independently. While there, I tackled a broad variety of project types and life-cycles, digging in at the beginning stages of pitch designs and conceptual renderings, progressing to site plans, 3D renders, thematic ideation and application, ultimately through to the production of all collateral, working with fabricators and vendors along the way. Internally, I frequently stepped into roles beyond my title, executing a full rebuild of the company website and constructing the company's blog.

education

University of Iowa, Bachelor of Fine Arts in Graphic Design