



Work Experience

HALO 22

LEAD DESIGNER

Jul. 2021 – Present
Durham, NC

- Maintaining and developing the H22 brand with the CEO
- Detail oriented, meticulous organization of H22 digital assets and print samples
- Collaborating with CEO on pitches and client meetings, including leading design presentations to clients
- Working with contract designers on strategy, art direction, and production
- Providing design-related project management for clients and vendors, including: timeline planning, reviewing content and providing recommendations, conducting site visits for specifications, approving proofs, and managing deliverables
- Designing and deploying innovative, creative products including: logos and identity systems; brand guides; print and digital brochures; book covers; branded merchandise and apparel; product packaging; business cards and stationery; trade show displays; mailers; large format signage; posters; illustrations and icons; presentations; flat or animated online ads; website, app, and social media graphics; and more

Registered Creative

GRAPHIC DESIGNER

Nov. 2014 – Jun. 2021
Durham, NC

- Provided digital and print designs from planning to production
- Collaborated with web developer to lead front-end designs for websites and apps
- Provided art direction and post editing for photo shoots
- Communicated directly with vendors and clients on projects from start to finish
- Developed and maintained an improved organizational system for digital and print asset libraries

Koroberi, Inc.

GRAPHIC DESIGNER

Jan. 2011 – Jan. 2014
Chapel Hill, NC

- Provided digital and print designs from planning to production
- Provided art direction and post editing for photo shoots
- Collaborated with account teams on presentations for pitches
- Maintained a print sample library

Education

Appalachian State University

BFA IN GRAPHIC DESIGN

Class of 2009
Boone, NC

Technical Skills & Program Proficiencies

- Adobe Creative Suite
- Web-based concepting platforms such as Canva, Conceptboard, Invision, and Miro
- Email and fundraising platforms such as ActBlue, GovDelivery and Mailchimp
- Website building platforms such as Squarespace, WordPress, and Drupal
- Code writing apps for front-end HTML and CSS such as Sublime Text
- Project and time management platforms including Asana, Basecamp, Harvest, and Trello
- Cloud-based file management platforms including Box and Dropbox
- Google Suite & MS Office
- Presentation apps such as Keynote and PowerPoint