

Experience

Webflow, Senior Designer

April 2022 - Present

As a Senior Designer at Webflow, I crucially shape the brand's visuals, boost its market presence, and manage diverse print and digital assets for strategic marketing and internal initiatives. I also enhance project management, oversee design production, and mentor junior designers.

- Award-nominated for the 2022 Year In Review landing page
- Led design efforts for a major co-branding campaign with Girls Who Code
- Devised and executed a more efficient workflow in collaboration with project management

Kalderos, Principal Designer

November 2019 - March 2022

As Principal Designer at Kalderos, I played a vital role in a dynamic Series B health tech startup, overseeing brand evolution, expansion, and meticulous identity management. Balancing long-term initiatives with time-sensitive projects, I ensured consistent branding and impactful deliverables.

- Collaborated closely with the C-Suite to craft sales assets
- Implemented an efficient workflow process
- Led design and supported planning for the inaugural large-scale annual report. Effectively managed numerous deliverables within a tight timeline, ensuring high-quality output.

CoreTwelve, Senior Designer

March 2019- November 2019

Oversaw diverse digital and print projects for real estate and hospitality clients, simultaneously expanding web design services and guiding fellow designers in implementing best practices.

Mess, Senior Designer

June 2018-March 2019

Collaborated with large scale and start up clients on diverse projects including branding and web design. Mentored and trained junior designers to excel in their roles.

Sprout Social, Designer

November 2016-May 2018

Produced print and digital designs for social media management platform. Collaborated across marketing, sales, and demand gen to support wide range of initiatives and contributed to internal projects fostering company culture.

Doejo, Designer

January 2012-October 2016

Collaborated with startups on branding, print, packaging, and web projects, overseeing the entire process from research to production. Significantly contributed to mentoring junior designers and interns.

Education

Columbia College Chicago

Bachelor of Fine Arts, Graphic Design

Skills

Project planning, Research and strategy, Team leadership, Time management, Project management, Mentoring, UX/UI, Branding, Illustration, Iconography, Marketing, Data visualization, Print, Digital, Web, Campaigns, Client communications, Vendor communications, Knowledge of CSS/HTML

Software

Adobe Suite, Sketch, Figma, Keynote, Microsoft Suite, Google Suite, WordPress, Webflow, Jira, Trello, Asana, Squarespace, Shopify, Mailchimp, HubSpot, Constant Contact, Invision, Miro, Loom, Invision