

## EDUCATION

### Pratt Institute

MS in Package Design  
2019 - 2021

### Hampshire College

BA in Studio Arts  
2013 - 2017

## SOFTWARE

Illustrator - Photoshop  
InDesign - Fusion 360  
KeyShot - After Effects  
Logic Pro - Microsoft Office

## SKILLS

Mood boards - Logo Design  
Packaging Design - Branding  
Visual Identities - Art Direction  
Research - Design Systems  
Prototyping -

## EXPERIENCE

### Social Content Designer | 2020 - Present

#### *Hur Communication Solutions in New York, NY*

- Conducted research for audience recruitment across social media outlets
- Wrote copy, conceptualized, designed, and edited content to post across social media platforms
- Designed merchandise and apparel for programming
- Researched and curated extensive lists of relevant books for reading list
- Illustrated imagery for physical curriculum used in programming

### Production Designer | Jun 2022 - Jul 2022

#### *Kohl's Corporation in Brooklyn, NY*

- Collected, processed and organized assets in files for In-Store Marketing and Direct Mail campaigns
- Collaborated with production team to format artwork and ensure that print quality standards were met

### Freelance Graphics Packager | Sep 2021

#### *Grey Matter Concepts in New York, NY*

Organized, labeled, and manipulated graphic packaging files for brands:

- Wrangler RIGGS
- Wrangler Workwear
- LEE Loungewear

## NOTABLE PROJECTS

### Capstone Research Project | Pratt Institute 2020 - 2021

I explored a non-conventional method of establishing what “props” are and their place in society by breaking the fourth wall and legitimizing them in the things that give meaning to and make up our daily lives.

### Petalise Paper Soap Project | Pratt Institute 2020

Inspired by the COVID-19 pandemic, I conceptualized a paper soap-thin brand called Petalise. This project responded to a need for a personal hygienic product that could be carried and stored in a pocket with ease but was more effective and didn't leave a sticky residue like hand sanitizer.