

WORK EXPERIENCE

Senior Designer & Art Director

Freelance / Boulder, CO

August 2021 - present

- Consulted directly with clients on determining the best design solutions for their needs and developed successful and lasting relationships with them.
- Effectively collaborated with cross-functional teams and managed projects of varied scales for diverse industries and purposes.
- Developed and presented design solutions that successfully met business and branding goals.

Lead Designer & Art Director

PowerUp Productions / Boulder, CO

August 2014 - August 2021

- Independently created design solutions, from concept to execution, exceeding business and branding goals.
- Presented design concepts, solutions, and led design discussions for a wide variety of audiences and stakeholders.
- Collaborated and managed projects with a team of professionals in diverse roles and backgrounds.
- Successfully managed multiple simultaneous projects, maintaining attention to detail, and adapting to changing requirements while exceeding delivery expectations.
- Created high-quality deliverables in a variety of mediums, including digital (logos, branding, websites, social media, apps, landing pages, email), print (stationery, flyers, publications, posters), and video (editing, motion graphics).
- Co-developed a discovery process for new projects that could be efficiently tailored to the different scopes and budgets of prospective clients which resulted in increased revenue for the company.

Media & Communications Coordinator

The Environmental Center at FLC / Durango, CO

August 2010 - May 2014

- Managed communications and marketing outlets such as social media, online calendars, website, and blog for the nonprofit organization.
- Audited, reorganized, and redesigned the information architecture of the website utilizing web strategies to increase traffic and effectiveness in delivery of information.
- Managed the brand identity assets and designed all digital and print collateral for organization.
- Managed and trained staff.

EDUCATION

BA in Graphic Design

Fort Lewis College / Durango, CO

2010 - 2014

summa cum laude

CERTIFICATIONS

General Assembly Visual Design

Scrum Alliance Scrum Master

SENAC Web Design

HECMontrealX UX Design (in progress)

AIGA Leadership, Management & DesignOps (in progress)

TOOLS

- Adobe Photoshop | Adobe Lightroom
- Adobe Illustrator | Adobe InDesign
- Adobe XD | Figma | Sketch
- Miro | Invision | Mural
- Powerpoint | Keynote | Canva
- Adobe Premiere | After Effects
- Wordpress | Visual Studio Code

SKILLS

- Graphic Design
- Brand Design/ Strategy
- Web Design/ UI Design/ Visual Design
- Art Direction
- Print Design/ Photography
- HTML & CSS
- UX Design
- Video Editing/ Basic Motion Graphics
- Scrum/ Agile Methodologies
- Project Management
- Portuguese & Spanish

VOLUNTEER EXPERIENCE

2022 - BoulderNet Volunteer Facilitator

2016 - Cantabile Singer & Board Member
2022

2016 - Edgestrider Academy Board Member

2010 - Fort Lewis College Environmental Center
2014 Volunteer, Board Member & Board Chair

2010 Habitat for Humanity Restore Volunteer