



## EXPERIENCE

### OWLCRATE | GRAPHIC DESIGNER

2017 - 2022

- Incorporated existing brand elements into a cohesive identity across a diverse range of products
- Created exclusive clothing items, art prints, and informational magazines
- Designed an assortment of packaging featuring original vector patterns
- Generated promotional graphics and greeting cards for distribution at conventions across North America
- Constructed a variety of icons used across social media platforms

### HASBRO, INC | GRAPHIC DESIGNER

2013 - 2018

- Developed instructional guides to be globally adapted for brands including Transformers & Star Wars
- Implemented highly technical design techniques to ensure a positive play experience for consumers
- Managed multiple project schedules ensuring deadlines were met
- Achieved marketing goals by aligning brand communication objectives with personal creative strategy and consistent technical accuracy
- Conducted research with focus groups to determine where improvements could be made
- Oversaw creative development of outside vendor work including layouts, renderings, and production
- Maintained positive relations with global partners through constructive correspondence and comprehensive procedures

### FREELANCE | GRAPHIC DESIGNER

2012 - 2019

- Designed custom invitations and greeting cards for a variety of events
- Composed unique logos and complete brand guidelines
- Produced large-scale catalog layouts for large retailers
- Designed packaging, iOS app, website, and banners to be presented at the Consumer Electronics Show

### HASBRO, INC | GRAPHIC DESIGN INTERN

2012

- Utilized Adobe Creative Suite to develop concepts for multi-million dollar brands
- Designed corporate event advertisements and illustrations
- Directed product photoshoots for Transformers

### JOHNSON & WALES UNIVERSITY | OFFICE ASSISTANT

2010 - 2012

- Managed all classroom, professional, and traveling expenses for departments
- Maintained daily schedule for professors and other academic events
- Responsible for classroom purchases, including supplies and textbooks
- Assisted department professors with daily tasks

## EDUCATION

### JOHNSON & WALES UNIVERSITY | SUMMA CUM LAUDE

2013

B.S. in Graphic Design & Digital Media

## SKILLS

- InDesign
- Illustrator
- Photoshop
- Vector Illustration
- Print Production
- Typography
- Brand Identity
- Project Management