

I attended the Milwaukee Institute of Art & Design from 2010-2014 where I received a BFA in Communication Design. At the same time, I received an Advertising minor from Marquette University. I attended high school at Catholic Memorial High School from 2006-2010.

A few notable skills I have are Adobe Creative Suite, Figma, InVision, Microsoft Office, voiceovers and other audio performance, iWork Suite, digital and film photography, social media content and strategy, studio management, product design, human-computer interaction design, and last of all, razzle dazzle.

UI/UX Lead **Allen Institute for AI** **April 2021 – April 2023**

- Solo designer and art director on an engineering-first team focused on researching, planning, and creating interactive digital experiences and demo interfaces, connecting artificial intelligence research to the world at large.
- Role acted as the Brand Manager for AI2 and several sub-brands, managing and creating brand identity, brand guides, and assets for digital and social platforms
- As product design lead, role contributed to early user mapping, product strategy, content design and writing, testing and application of artificial intelligence demos, AI2's website, and internal research tagging and organization tooling
- Role was pivotal to user advocacy and education in the world of emergent artificial intelligence technology using ADA and WCAG guidelines.
- Interpersonal responsibilities include managing monthly Design Department meetings, presentations, and guest speakers, as well as editing an internal employee newsletter.
- Developed a Design System based on the Material UI library and existing AI2 patterns and styles

Associate Creative Director (Xbox Campaigns) **Microsoft Store Studio** **April 2020 – April 2021**

- Lead for global Microsoft Store campaigns, spanning holiday campaigns to Ultimate Game Sale
- Tasks include ideation and research, aiding user testing, hands-on multidisciplinary design, the brand book and campaign guide, creative directing motion and static creative
- Managed a mixed team of designers and a copywriter
- Assisted with component illustration and content for Microsoft Web Framework

Lead Designer + Art Director **Leafly** **August 2019 – January 2020**

- Senior creative on a multidisciplinary in-house team for the world's most popular cannabis app
- POP design, packaging and print, digital display, and interactive installations for B2C and B2B cannabis campaigns
- Production responsibilities include directing social media and video content, from pre-production, to on-shoot direction, to post-production, and ultimately using the assets in campaign creative
- Role partnered with Product, Editorial, and Research teams to promote cohesion across platforms

Social Content Director **Copacino + Fujikado** **January 2018 – May 2019**

- Grew social content studio from one content creator (self) to several content creators and an in-house production studio over 1.5 years, increased social budget 4x
- Managed freelancers, influencer relations and marketing, directly managed client relations, and worked with external production vendors on experiential and VR creative
- Produced onsite and on-location photoshoots
- Acted as primary photographer and post-production lead on social assets
- Managed and planned social content calendar for several brands simultaneously. Clients included: Ste Michelle Wine Estates, Holland America, Seattle Humane and Seattle Goodwill

**Designer: Brand + UI,
Hey Advertising****August 2016 – November 2017**

- Identity management and style guides, presentation design, digital and traditional campaigns, and social content strategy for regional and national clients
- Worked alongside and managed engineering and motion freelancers
- Responsible for all digital client applications, including email, UI, digital display, interactive interstitials and social media campaign assets
- Data visualization and CMS design lead for Mutual of Enumclaw
- Other clients: Northland Communications, University of Utah Health, Everett Clinic, Car Toys, and Bobbysue's Nuts

**Social Media Art Director,
Laundry Service****April 2016 – August 2016**

- Creative lead for T-Mobile social campaigns, evergreen social content, and experiential/social activations
- Daily tasks included producing and creating social organic content, original paid social assets, gif creation, copy editing, motion graphics, mentoring and managing freelancers
- Led art direction on campaigns in partnership with Wunderman-Thompson, including work with for T-Mobile Tuesdays with DJ Khaled and John Legere

**Visual Designer
Microsoft Office 360****January 2016 – March 2016**

- Marketing and visual designer on OneNote product and design teams
- Create UI and visual designs for platforms including desktop and mobile web, email, and other cross-funnel marketing campaigns
- Iconography and interaction animations
- Process included brainstorming, collaboration, working closely with motion and development teams, Q/A, and implementing user feedback

**Digital Designer
Amazon****October 2015 – December 2015**

- Worked as a part of Amazon's ADX (Advertising, Design, and Experience) team to partner with national brands in creating data-driven, visually seamless digital executions across Amazon owned properties
- Deliverables included digital display, paid social, Amazon Kindle, and interstitial elements
- Clients included: Sodasteam, NEFF, Dockers, Brother Printers, Nintendo of America, Xbox

**Designer + Print Production Manager
Potawatomi Hotel & Casino****July 2014 – September 2015**

- Art directed full spectrum campaigns for internal casino, fine dining and hotel clients
- Managed the print production of projects by partnering with outside vendors, and vetting contracts
- Styled sets and talent for video content and commercials
- Assisted with audio recording sessions for regional campaigns

**Senior Design Intern
Harley-Davidson Motor Company****June 2012 – July 2014**

- Produced print and digital materials for internal clients and external Harley-Davidson worldwide marketing campaigns, as well as the Harley-Davidson Museum
- Worked with marketing and apparel teams on the Harley-Davidson Summer 2015 women's apparel line
- Creative production lead for ads, collateral, wayfinding/signage, digital display, and web design for the 110th Anniversary Celebration with worldwide visibility and usage