

SKILLS Product marketing, product design, stationery design, art direction, project management, print and digital advertising, product concepting, brand strategy, social media marketing and campaigns, marketing and event collateral, print and web design.

EXPERIENCE

PUNCH STUDIO

lead designer, march 2015 - present

Punch Studio creates specialty stationery, paper products, and more. In addition to their catalog collections, they create custom products for a wide variety of large retailers. Responsibilities include: designing artwork and products, working with Sales and Product Development on client presentations and programs, managing product programs for TJX, Pier 1, and Cracker Barrel.

- + Designing products for the Everyday and Christmas catalogs and custom clients
- + Managing and creating custom stationery, storage, and mug programs for three major retail clients
- + Creating products for licensed stationery programs
- + Managing, art directing, and collaborating with other designers
- + Working with clients to translate their visions into product programs
- + Coordinating with Product Development and Sales to develop new products

designer, february 2014 - march 2015

Responsibilities included: designed artwork and products for Catalog and custom clients, worked with Sales on client presentations.

- + Designed products for the Everyday and Christmas catalogs and custom clients
- + Coordinated with the Art Director on stationery and storage programs
- + Oversaw stationery and storage programs for two retailers
- + Created products for licensed stationery programs

THE WELLBEING NETWORK

contributor, may 2015 - present

Wellbeing Network is the first global health and wellness platform that connects content, products and services across TV mobile and online. Contributing original recipes and food photography to The Wellbeing Network's blog.

AZUMIO, INC.

contributor, april 2015 - present

Azumio is dedicated to improve people's health and wellness with innovative mobile applications. Contributing writer/photographer to Azumio's health and fitness focused blog. Currently writing "Healthy Eating 101," an ongoing series on how to empower people to shop and cook healthy food for themselves.

EXPERIENCE

continued

SMALL EATS

creator/recipe developer/photographer, april 2013 - present

small eats is a healthy food blog dedicated to sharing wholesome recipes filled with plant-based food from my kitchen to yours with a dash of helpful nutrition tips. Read more at small-eats.com.

- + Developing and adapting healthy recipes
- + Photographing and food styling recipes
- + Photoediting and creating post graphics
- + Partnering with brands to share healthy recipes and nutrition information
- + Maintaining social media accounts
- + Creating nutrition focused series "Nutrition DL" and "Small Fact Friday" to share nutrition and food facts

KNOCK KNOCK

designer, july 2012 - february 2014

Knock Knock designs and markets witty, functional books, gifts, and stationery. Designed products that led to an overall 33% sales increase.

- + Designed products and books for the Signature and Custom collections
- + Concepted and developed product ideas and packaging
- + Coordinated with contractors, manufacturing and editorial departments
- + Assisted Design Director with project scheduling and management

AUDYSSEY LABORATORIES

graphic designer, october 2010 - july 2012

Audyssey is an audio technology company that expanded into consumer products.

- + Created print, web and social ads and promotional materials, web pages, landing pages and microsites, product packaging and collateral, product user manuals, event series collateral and signage
- + Worked closely with marketing managers to ensure success of social media and web advertising campaigns
- + Collaborated with the VP of Marketing on brand direction
- + Rebranded the business system, packaging, website and visual language

EDUCATION

OTIS COLLEGE OF ART AND DESIGN, Class of 2010

Bachelors of Fine Art, Communication Arts

DIGITAL SKILLS

Microsoft Office Suite, Adobe Creative Cloud, HTML, CSS, Facebook, Wordpress