

SKILLS

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

EXPERIENCE

PUNCH STUDIO

lead designer, march 2015 - present

designer, february 2014 - march 2015

Punch Studio creates specialty stationery, paper products, paper tableware, 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, art directing and managing product programs for TJX, the company's largest client, and Pier 1.

- + Designing products for the Everyday and Christmas catalogs and custom clients
- + Managing and creating custom stationery, storage, and mug programs for up to five major retail clients
- + Analyzing sales from our clients, client trend boards and current trends in the market to create art direction for programs
- + Evolving and updating the Punch Studio and Molly & Rex looks for TJX
- + Developing the looks for bestselling TJX and Michael's planner interiors and creative planner insert packs
- + Developing custom greeting card lines to reach specific customer demographics
- + Managing, coordinating with, and art directing up to 10 designers and production artists, in house and freelance
- + Creating products for licensed stationery and storage programs
- + Collaborating with clients to meet specific needs for specific demographics and seasonal needs
- + Coordinating with Product Development and Sales to develop new products, divisions and programs
- + Training and educating up-and-coming designers towards leadership positions

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
- + Creating content for and maintaining social media accounts
- + Creating recipes and writing guest content for Eating Rules, Azumio, The Girl Who Knows, Savvy Women's Alliance and The Wellbeing Network

EXPERIENCE

continued

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
- + Created custom product and product pitches for large retail chains
- + Coordinated with freelancers, manufacturing and editorial departments
- + Created web and trade show promotional material
- + Created and compiled a line extension branding reference guide
- + 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, Twitter, Instagram, Wordpress, Digital SLR