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## ABOUT ME

I taught myself design on the very first computer I got when I was 13 years old. That early passion led me to a bachelor's degree in Graphic Design and over ten years of design experience across various industries, channels, and forms of media. Now, I'm a jack of all trades on a mission to fill the world with my creations - from branding and web design to the furniture I design, build, and flip - while, most importantly, making people happy during the process.

## ARTISTIC SKILLS

Branding 

Print 

Digital 

Web Design 

Social Media 

## EDUCATION

Keene State College | 2008 - 2012  
BA Graphic Design

## WORK EXPERIENCE

### HERBALBUDS

Graphic Designer/Production Artist (Contract) | Atkinson, NH | 2024 - Current

- Create new branding kit including logo, logo mark, and design elements
- Collaborate with the creative team to create visually appealing designs and artwork for various marketing materials including packaging, brochures, and POS
- Website and social media design
- Prepare files for print production, including prepress and color correction
- Assist in the creation of HTML5/CSS templates for web design and email marketing campaigns

### TUSCAN HOSPITALITY BRANDS

Graphic Designer (Contract) | Salem, NH | 2022 - Present

- Crafted distinctive and appealing food packaging, ensuring that it not only reflected the brand identity but also maintained practicality and functionality
- Led the conceptualization and execution of visually stunning advertisements, effectively promoting hospitality services, events, and promotions to target audiences
- Designed engaging and brand-aligned menus, balancing aesthetic appeal with functional layout to enhance the overall dining experience for customers
- Created eye-catching posters for promotional events, leveraging creative design to drive foot traffic and boost customer engagement
- Developed environmental graphics that transformed physical spaces within the hospitality setting, contributing to a cohesive and immersive brand experience
- Designed custom iconography to enhance visual communication

### VINFEN

Senior Graphic Designer | Cambridge, MA | 2020 - Present

- Extensive experience in print design, including the creation of brochures, one-pagers, infographics, and mailers
- Proficient in digital design, with a strong focus on developing visually appealing websites, user interfaces, and interactive multimedia elements
- Demonstrated expertise in social media design, producing eye-catching visuals for various platforms to enhance brand presence and engagement
- Proven track record in advertising campaigns, developing persuasive materials that captivate audiences and drive desired outcomes
- Skilled in creating cohesive visual identities for events, including invitations, signage, banners, and promotional materials, contributing to a seamless and visually appealing event experience

### CRAFT BREWERS GUILD

Graphic Designer | Everett, MA | 2019 - 2020

- Worked on a small team that increased turnaround rates for the graphics department from 20% to 90% and contributed to a \$10,000 year over year increase in quarterly sales
- Created a variety of marketing collateral for over 50 breweries and spirits including POS, menus, displays, environmental graphics, and social media
- Leader in print production of all materials produced
- Clients included Allagash, Yuengling, Gin Mare, TD Garden, and House of Blues and more