

Pacific Northwest-based Visual Designer with experience in Online Advertising and Email Marketing Strategy and a penchant for hiking, coffee and skincare.

EDUCATION

Epicodus, Portland, OR
CSS & Design Course, Completed 2017

Aveda Institute, Portland, OR
Esthetics & Makeup Artistry
Certified Esthetician, 2013

Santa Clara University, Santa Clara, CA
Bachelor of Arts, Communication
Graduated Cum Laude, 2007

Imperial College, London, UK
Studies Abroad Program, 2005

SKILLS & PROGRAMS

- ★ Brand Strategy
- ★ Web Design
- ★ App Design
- ★ Social Media Design
- ★ Email Marketing
- ★ Motion Animation
- ★ Figma
- ★ Photoshop
- ★ Illustrator
- ★ Keynote
- ★ AirTable
- ★ HTML & CSS

EXPERIENCE

Thesis Agency
Senior Designer

Portland, OR
2022 - Present

- ★ Design a wide variety of digital experiences across email, app, integrated media (IM), print and .COM channels, primarily for Nike campaigns
- ★ Collaborate with Brand and ERG teams to create style guides and social media posts
- ★ Participate in design reviews, providing feedback and recommendations to ensure high quality designs that reduce rounds of client feedback
- ★ Train and mentor newly onboarded members of the Nike Creative Team

EXPERIENCE

Shift Paradigm

Austin, TX & Portland, OR

Lead Designer

2018 - 2022

- ★ Designed clean, animated, responsive emails and web pages for a range of B2C and B2B businesses that ensured the consistency and quality of their brand messages
- ★ Managed the design flow and processes for multiple clients, from scope approvals to final deliverables, to ensure project deadlines were met
- ★ Mentored junior designers on the Creative Team via trainings and weekly check-ins

SightWorks

Portland, OR

Design & Frontend Dev Intern

2017

- ★ Researched market best practices of user onboarding for a new digital product
- ★ Created hi-fidelity interactive user onboarding journeys in Sketch and InVision
- ★ Developed a library of reusable, responsive React components

Natural Glow PDX

Portland, OR

Certified Esthetician & MUA

2014 - 2018

- ★ Independently owned a profiting beauty services business that served over 150 clients
- ★ Built the company website and designed all promotional marketing materials
- ★ Oversaw all aspects of the business, from scheduling and book-keeping to client care

Google, Inc.

San Francisco, CA

Media Sales Lead & Account Strategist

2007 - 2013

- ★ Optimized the online advertising campaigns for 100+ small to large businesses
- ★ Successfully exceeded revenue quotas and targets for 10 consecutive quarters for my books of clients
- ★ Produced educational videos and lead advanced trainings for Online Sales teams