



EDUCATION

Kutztown University of Pennsylvania | Kutztown, PA

B.F.A. in Communication Design

Concentrations in Graphic Design and Interactive Design

Minor in Web Development

December 2017

DESIGN & DEVELOPMENT EXPERIENCE

Kutztown University Registrar's Office | Kutztown, PA

Graphic/Web Designer | August 2017-present

- Analyze & reorganize all web content
- Format & update pages and content using Ingeniux CMS

ST&MNT Brand Agency | Nashville, TN

Graphic Design Intern | Summer 2017

- Established campaign guidelines for social media identity as part of a company rebrand; created static and motion advertisements and graphics
- Organized and edited product shots and compiled a comprehensive lookbook for local clothing brand
- Crafted custom hand lettering and illustrations
- Organized all working project files and assets according to a multilevel master file structure used throughout office servers
- Developed and debugged responsive code for Shopify website using Slate

Honky Tonk Beer Co. | Nashville, TN

Freelance Graphic Design | Summer 2017

- Partnered with a local tattoo shop to create artwork for a craft beer label
- Utilized artist's sketches to create design elements and layout

National Museum of Industrial History | Bethlehem, PA

Freelance Exhibit Designer | April 2017

- Developed branding and graphics for Making America's Pastime Exhibit
- Organized text content and photography, and laid out a series of approximately thirty panels and pieces for the exhibit

Exit Zero Publishing | Cape May, NJ

Graphic Design Intern | Summer 2016

- Graphic Designer | August 2016-September 2017
- Maintained personal relationships with advertisers via weekly emails to keep advertisements up to date for weekly publication
- Planned and crafted unique advertisements to be placed in a weekly newspaper using photography, illustration, and typography for a variety of small and large businesses
- Wrote creative copy for various publications including an annual coffee table guide book for southern New Jersey
- Maintained and handled troubleshooting for company website using WordPress CMS and online store using Ingeniux CMS

Mind Your Design | Doylestown, PA

Web Development Intern | Summer 2016

- Analyzed and debugged client website code
- Utilized design guidelines to build websites

LEADERSHIP & SERVICE

Kutztown University Marching Unit Colorguard | Kutztown, PA

Captain | 2015-2017

- Oversaw and ran rehearsals for a group of about 25
- Choreographed and taught routines to the group
- Worked one-on-one with members who needed individual help

Kutztown University AIGA | Kutztown, PA

President | 2016-2017

- Planned events for students and faculty throughout the school year to promote discovery of skills and student bonding
- Oversaw Font Fellows Mentorship Program which paired upperclassmen with underclassmen in the Communication Design Department

Kutztown University Designathon | Kutztown, PA

Annual 24 hour event in which students, professors, and alumni volunteer to create print and digital content pro bono for local nonprofits

Coordinator | 2017

- Planned, organized, and promoted event; collected donations
- Oversaw students and faculty in running the event, set up and clean up

Participant | 2016

- Collaborated with a team of students in designing artwork, banners, signage, and certificates

Hate The Hate | Kutztown, PA

Volunteer Designer | 2017

- Created custom graphics, illustrations, and lettering for print and digital media to be used campus wide to promote a climate of love and acceptance
- Organized the event and its activities
- Documented with photography for social media

AWARDS

Greater Lehigh Valley ADDY Awards

Gold Student ADDY | 2017

Graphis New Talent Annual

Merit | 2017

Kutztown University of Pennsylvania

Dean's List | 2014-2017

SKILLS

Excels

HTML
CSS
SCSS
Bootstrap
Adobe Creative Cloud (*Photoshop, Illustrator, InDesign*)
iPadPro (*Apple Pencil, Procreate App*)
Hand lettering & Illustration

Proficient

JavaScript
XML
Processing
jQuery
Wordpress
Slate & Shopify
AfterEffects
Lightroom
PHP
MySQL