

experience

Freelance Senior Designer

2020 - Present

Specialize in effective branding, catalog layout and brochure design. Manage and create social media content, direct photo/video shoots, build awareness campaigns and source vendors across various industries.

Clients: A-TIPs / Doni & Dodits Donuts / Julie's Zucchini Salsa / Maria's Bakehouse / Mechas Beverages
Ministry of Rural Transformation / National Council on Ageing / Soul Shop Foundation

Robert Half - Senior Designer

2014 - Present

Quickly acclimate to client's branding, work flow and procedures to alleviate internal work load on their marketing department. Projects usually contained aggressive timelines and strict approval process.

Clients: Dallas College / Ketchum PR / Escalon Services / Greentree Property Management
Norwex Home / Nude Cosmetics / Samsung / Veritas Investments / Yum! Brands / Walsh

Brown+Partners - Senior Art Director

2015 - 2017

Worked closely with a team to create strategic concepts for marketing materials. Responsibilities included client presentations, brand guidelines, direct photo shoots and produce deliverables in a timely manner.

Brands: Bachendorf / Peoples Jewellers / Piercing Pagoda / Mappins / Zales Jewelry / Zales Outlet

Anthem - Senior Designer

2013 - 2014

Managed various branding projects with aggressive timelines. Collaborated with different departments in ideation sessions to support their quarterly goals. Designed packaging for new R&D products and limited edition items, seasonal displays, presentation templates and internal communication pieces.

Brands: Cheetos / Cracker Jack / Doritos / Lay's / Rold Gold / Ruffles / Stacy's / Sun Chips

Brand Agent - Senior Designer

2009 - 2013

Concepted and designed corporate branding, prepare presentations and pitch ideas to clients. Collaborated with various departments for large projects that demanded clear communication and organization skills.

Clients: Cheesecake Love / Dugg Burger / Frito-Lay / Gatehouse / PepsiCo / PetsMart / Veria Wellness

Holt Design - Graphic Designer

2008 - 2009

Designed and executed cohesive collateral and marketing materials. Responsibilities included projects management, client relations, media kits, press checks and vendor coordination.

Client: Dallas Symphony Orchestra

skills

Illustrator / InDesign / Photoshop / Lightroom / XD / MS Office / Canva
Food styling / Press checks / Product photography

education

Texas A&M University - BFA in Communication Design