

PURPOSE

Graphic designer and Illustrator equipped with 4+ years of agency experience creating strategic visual solutions for diverse clients across multiple industries. Skilled in brand identity, typography, illustration, design strategy, and interactive projects, with a strong ability to translate complex concepts into compelling visual narratives. Passionate about bridging illustration and design thinking to create authentic, human-centered brand experiences. Seeking opportunities to contribute to impactful design projects and face new design challenges.

EXPERIENCE

Sol Design Company | Decatur, GA

Graphic Designer (2023 - Present)

- ★ Partner with cross-functional product teams to conduct requirements gathering, ideation workshops, and aligning design concepts to overall brand identity and business strategy
- ★ Collaborate with developers to design and produce websites from wireframes to prototypes, ensuring usability and compliance along the way
- ★ Responsible for stakeholder management, maintaining regular communication with clients through back-end updates and content changes

Intern (2022- 2023)

- ★ Studied under the mentorship of experienced designers to blend degree experience with the corporate design process
- ★ Participated in client feedback sessions and production meetings, gaining client management and communication experience
- ★ Implemented direct stakeholder feedback to refine iterative designs and translate abstract ideas into compelling visuals
- ★ Developed and refined proficiency in project management tools and design software

CLIENT WORK

United Way | CareerReady ATL: A Pathway to Your Future (2024)

ASK:

- ★ Create an explainer video for the program, "CareerReady ATL"

PROCESS:

- ★ Contributed to ideation, sourced assets, and leveraged Procreate to produce complementary illustrations for collage-style animation
- ★ Conducted interviews with current program members to gain deeper understanding of the impact of the program on its recipients
- ★ Leveraged After Effects to assemble animated video and translate complex educational initiatives into accessible visual content for diverse target audience

OUTCOME:

- ★ Created an engaging visual narrative to effectively communicate the positive impact of the program on its recipients and create awareness for community members and potential prospects to engage with the program
- ★ Final product available [here](#)

Gearbox Solutions | Website Design (2024)

ASK:

- ★ Create a new website design that expands on Gearbox's current brand, showcases their capabilities, and appeals to their target audiences

PROCESS:

- ★ Attended client meetings to understand the vision and goals of the new website and conduct requirements gathering
- ★ Partnered with programmers and leveraged Figma to ensure designs were formatted for optimal development efficiency
- ★ Designed and prototyped all site pages, transitions, and interactions with attention to user experience
- ★ Conducted multiple rounds of quality assurance to ensure functionality matched design specifications

OUTCOME:

- ★ Delivered a website that is easy to navigate and expands outreach to the multiple industries Gearbox specializes in
- ★ Final product can be seen [here](#)

EDUCATION

Georgia State University | Ernest G. Welch School of Art & Design

- ★ Bachelor of Fine Arts in Graphic Design
(August 2019 - May 2023)

SKILLS

PROGRAMS

- ★ Creative Tools:
Photoshop, Illustrator, Indesign, Acrobat, After Effects, Premiere Pro, Media Encoder, Canva, Procreate
- ★ Ui/Ux
Figma, Sketch, Adobe XD, Marvel, WordPress, Wix, Squarespace
- ★ Business Development
Microsoft 365 Suite, Google Workspace, Zoom, Clickup, MailChimp, Campaign Monitor

EXPERTISE

- | | |
|-----------------------------------|---------------------------------|
| ★ UI & UX Design | ★ Social Media Content Creation |
| ★ Brand Identity & Visual Systems | ★ User Research |
| ★ Print Design & Production | ★ Report & Presentation Design |
| ★ Video Editing & Motion Graphics | ★ Ideation & Concept Building |

The Reading Room | Menu Design (2024 - Present)

ASK:

- ★ Create and print menus for The Reading Room, a cafe and wine bar in Decatur, GA

PROCESS:

- ★ Communicated with owners and staff to conduct market research to accurately describe dishes and label wines as well as organize menu items in a format functional and intuitive to their personal needs
- ★ Sourced leather binders embossed with the cafe logo for 50 personal menus and created a larger format for the front counter
- ★ Provide ongoing support to continuously update and reprint menus as needed

OUTCOME:

- ★ Delivered a well-organized menu with accurate descriptions that enhance the cafe's aesthetic while maintaining usability and ease of updating

Surdna | Journey to Justice Impact Report 2018 - 2024 (2025)

ASK:

- ★ Create a print version of Surdna's 2018-2024 Impact Report webpage

PROCESS:

- ★ Reorganized webpage content into a booklet format with clear sections and visuals, eliminating the need for buttons and interactive elements
- ★ Integrated QR codes throughout the document linking to specific webpage sections, maintaining the ability to explore embedded links within the text
- ★ Conducted thorough proofing and maintained constant communication with the client to implement updates and revisions

OUTCOME:

- ★ Delivered a publication-ready booklet that followed print specifications while preserving every capability of the webpage, expanding accessibility and allowing a wider audience to see the positive impact made by Surdna over the last 5 years