

Experience

July 2021 - Present

Freelance Designer

- Delivered custom design solutions across various media, including digital and print materials such as banners, stickers, t-shirts, fliers, and labels.
 - Managed multiple 1099 contracts, working with clients to gather design requirements, establish project scopes, and ensure set milestones were met.
 - Led user research initiatives and collaborated with local businesses to improve website functionality and design.
- National Museum of the Mighty Eighth Air Force, Flags for the Fallen Mission, Aisle 7 Post Productions, Budfest.*

October 2024 –

Digital Media Coordinator, U.S. Resist News

- Format and publish reporter-submitted articles on WordPress, optimizing for SEO and ensuring proper formatting and linking.
- Led the redesign of the homepage on WordPress, improving user experience and elevating the website to professional standards.
- Curated engaging imagery and crafted meta descriptions, snippets, and alt text to enhance content visibility.
- Collaborated with editorial teams to maintain a cohesive and reader-friendly digital presence.

May 2024 – October 2024

Website Specialist, Digital Content Solutions

- Designed and updated the company's Wix website, ensuring functionality, user-friendliness, and alignment with the brand's visual identity.
- Produced creative visual content for social media platforms to support ongoing marketing campaigns.

January 2023 – April 2024

Product Designer, CannaGo

- Led the complete rebranding of CannaGo, including logo design, color palette creation, and developing brand guidelines for consistency across all touchpoints.
- Redesigned the app's UI/UX, introducing features such as Referral Program, Rewards System, Quick-Add Shopping, Google Sign-in, and Apple Pay.
- Designed visual content for social media campaigns and crafted email announcements to promote brand engagement.

Education

2016 – 2020

Bachelors of Science, Interaction Design - Minored in Technical Communication
Kennesaw State University

2021

Masters of Arts, Design Management
Savannah College of Art and Design

Skills

UX Research	Visual Design	Wordpress
User Testing	Design Systems	Shopify
Customer Journey Mapping	A/B Testing	Wix
Information Architecture	HTML & CSS	Figma
Wireframing		Sketch
Prototyping		Adobe Creative Suite (Illustrator,
UI Design		InDesign, AfterEffects,
		Photoshop, Premiere)

Misc. Certifications

Ordained Minister, Universal Life Church. 2016