

work experience.

senior graphic designer

Spindrift Beverage Company

March 2021–Present

- Executing and co-owning the design, art direction and brand expression of Spindrift Sparkling Water and Spindrift Spiked Seltzer.
- Concepting and producing monthly and seasonal campaign content across channels including digital, social, print, B2B, POS, OOH, and field marketing.
- Creating and maintaining brand standards, styleguides, and visual best practices for all Spindrift brands and products.

freelance magazine designer

Edible Communities Inc.

October 2013–May 2020

- Worked as sole print and layout designer for nine independently owned and operated local food magazines under the *Edible* masthead (*Edible Manhattan, Edible Brooklyn, Edible Long Island, Edible East End, Edible Queens, Edible Hudson Valley, Edible Westchester, Edible Memphis, and Edible Marin & Wine Country*).
- Collaborated with writers, photographers, editors and publishers to create each issue – from initial layout to final print release and production, and built all post-production digital assets.
- Designed and built ads in-house for clients ranging from national brands to local farmer's markets.

marketing + event design

Edible Manhattan, Brooklyn, & Hudson Valley

August 2013–December 2019

- Provided print, digital and branding support for quarterly Edible food & drink events in NYC.
- Created Edible marketing assets for web, display, social, and email.
- Helped create launch materials and design logo for Doorstep Market, an artisan online shopping platform developed by Edible Hudson Valley.

education.

ohio university

E.W. Scripps College of Communication

B.S. in Visual Communication

Informational Graphic Design & Publication Layout

Specialization: Journalism

Magna Cum Laude

skills.

graphic design

InDesign, Photoshop, Print Production

digital illustration

Illustrator, Procreate, Fresco, Sketch

video production

Premier Pro, After Effects

+ After Effects Kickstart Certification from The School of Motion

photography

Lightroom, Photoshop, DSLR-knowledge

artistry

Hand-drawing + Handlettering

art direction

Food Styling, Concepting, Creative Direction, Production Assistance, Social Videos

other projects.

design + illustration

Small Girls PR: OLAY Skincare

cookbook layout

Rizzoli NYC: The Microgreens Cookbook

email marketing

Tate's Bake Shop