

work experience.

senior designer, marketing

Organifi

May 2023–Present

- Co-owning the brand design, art direction and marketing for Organifi, a wellness superfood co., alongside the Creative Director.
- Designing all new product pages for the website in Figma, along with promotional banners, social posts, and email campaigns.

senior designer, marketing

Atomo Coffee, Inc.

September 2022–May 2023

- Co-owned the brand design, art direction and marketing for Atomo, a sustainable coffee start-up.
- Produced, filmed, designed, and edited content for monthly campaigns across social, digital and print channels—most commonly shot photos and videos for all social channels, designed email campaigns, and assisted with any packaging or website updates.

senior designer, marketing

Spindrift Beverage Company

March 2021–September 2022

- Executed and co-owned the design, art direction and brand expression of Spindrift Sparkling Water and Spindrift Spiked Seltzer.
- Concepted and produced monthly and seasonal campaign content across channels including digital, social, print, B2B, POS, OOH, and field marketing.
- Created and upheld brand standards, style guides, and visual best practices for both Spindrift brands.

freelance magazine designer

Edible Communities, Inc.

October 2013–May 2020

- Worked as sole print layout designer for nine independently-published food magazines under the *Edible* masthead—most notably: *Edible Manhattan*, *Edible Brooklyn*, and *Edible Marin & Wine Country*.
- Collaborated with publishers to create each issue from initial layout design to final print production, and built all final post-production digital assets.

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, Illustrator, Photoshop, Figma, Print Production

digital illustration

Illustrator, Procreate, Fresco, Sketch

video production

Premiere 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