

Experience

SUNDAY CREEK HORIZONS | 2021-PRESENT

Director of Design
& Operations

Design
Manager

Freelance Web
& Graphic Designer

2024

2022

2021

- Expanded role from freelance employee to company-wide leader and facilitator across teams, applying a design system approach with interpersonal skills to guide company growth, mediate internal challenges, and align cross-functional efforts with development of long-term strategic goals.
- Spearheaded the development and rollout of company-wide guidelines and systems, ensuring consistency and accessibility across internal and external platforms.
- Initiated self-led development and cross-team learning efforts to improve workflows, tools, and team capabilities.
- Led branding and marketing strategy for high-impact conferences (400+ attendees), ensuring consistency, growth, company goals, and market relevance.
- Designed and developed custom visual content and responsive websites for clients across various industries, delivering brand-aligned assets including logos, marketing materials, and user-focused digital experiences.

ROCKY RIVER PUBLIC LIBRARY | 2019-2022

Graphic & Publication Specialist

- Led design and coordination across 9 internal departments for a high-volume public outreach mailer, working closely with printers and vendors. Including streamlining content layout to eliminate unnecessary pages, resulting in significant cost savings and increased production efficiency.
- Developed creative initiatives that adapted to shifting organizational challenges, such as launching video editing workflows and social media strategies in response to the COVID-19 pandemic.
- Identified and implemented new outreach strategies to increase patron accessibility and engagement, including management of billboard advertising and end-to-end commercial video production.
- Worked alongside the Visual Communications Manager to develop processes, protocols, and lead organization-wide training to ensure consistent adherence to brand guidelines across library operations to implement comprehensive brand guidelines.
- Captured and edit photography for live events and programs.

COMMUNITY FOOD INITIATIVES | 2016-2019

Graphic Design Intern

- Assessed usability concerns and developed updated packaging designs that enhanced product differentiation and overall user experience.
- Developed educational infographics to promote organizational initiatives and improve product awareness.

Skills

Adobe Creative Cloud
Figma
HTML, CSS, Javascript, Python
Web Content Accessibility
Guidelines (WCAB)

Education

B.S. Interactive
Multi-Media Design

Ohio University
Franklin University

Awards &
Professional
Recognition

Rising Star Award

Finalist,
Northeast Ohio Regional
Library System