

I am a multidisciplinary designer with over 7 years experience in product design, graphic design, interior design, UI/UX, and illustration. Whether it's a complex system or a simple sketch, I bring a holistic approach that gives clients confidence that the design will succeed both in the short-term and long-term. **I am a strategy oriented designer, an unwavering advocate for the user, and a committed partner to my clients.**

## EXPERIENCE

### Designer

Sproutel, Inc. / 07.2020 - 01.2022

#### Digital Design

- Operated as lead designer on internal and external facing websites, app asset development, social media content creation, motion graphics, deck templates, and brand/character illustrations.

#### Product Design

- Led the brand redesign for our most popular product, Purrble - awarded Time Magazine's Best Inventions 2021.
- Responsible for the development of design deliverables such as product ideation + concepts, renderings, packaging, hang tags, instructions, print ads, and additional brand collateral.

### Co-Founder & Design Director

Ark Woods & Services Co., LLC / 05.2019 - 05.2020

#### Design Direction

- Led content creation, company branding, design strategy and implementation, website development, and product development in both digital and physical sectors of the company.
- Drove market research and business strategy initiatives in order to create a distinct offering for our target audience.
- Executed on client projects as lead designer.

#### Team Management

- Responsible for the creation of the company's first internship program and the oversight of three cycles of interns (8 interns total.)
- Instructed and collaborated with team members on the creative vision and strategy of the company's developing product lines.

#### Sales & Operations

- Key member of the company's sales initiatives, client relationships/networking, program management, hiring, resourcing, and facilities upkeep.

### Human Centered Industrial Designer & Marketing Strategist

Ximedica / 07.2016 - 04.2019

#### Industrial Design

- Member of a multidisciplinary team responsible for developing complex products and systems within the medical device industry.
- Responsible for delivering usability-driven solutions while balancing strict technical requirements.
- Unwavering advocate for the user within this highly regulated and exceedingly technical industry.

#### Marketing

- Responsible for delivering visual communication design expertise and sensibilities on both internal and external marketing deliverables - such as project proposal templates, trade show collateral, company-wide communications, external event presentations, and company branding/messaging.
- Single handedly led two office remodels (San Francisco and Silicon Valley offices) to support the cohesion of the Ximedica brand and product experience across all of their four sites.

#### Adjunct Faculty

RISD Industrial Design / Spring 2020, Spring 2022  
Design as the Accelerator, Advanced Studio Course

Co-professor of a professional practice studio class for undergraduate Juniors/Seniors aimed at demonstrating that a disciplined design approach can be instrumental in defining growth opportunities for companies, whether they are large or small - for profit or not. The intent is that a user centered team will identify opportunities to grow the company within its core mission and articulate those opportunities in a business context. Students conclude the semester with the tools, methods and terminology they will need in order to find success within their design careers after college.

## SKILLS

### Product Design

- Market research / concept development / storyboarding / low-high fidelity prototyping

### Brand Identity

- Creative direction / visual identity assets, brand guides, and collateral design development

### Web Design and Development

- Art direction / brand integration / wireframing / prototyping + mock-ups / design + development

### Illustration

- Brand illustrations / character design / motion graphics

### Graphic Design

- Digital marketing assets / social media / business collateral / presentation templates

### Character

- Strategy oriented / collaborative work ethic / communicative / attentive / detail oriented / empathetic / high spirited