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I am a strategic and results-oriented senior visual designer with a strong passion for crafting impactful marketing and branding experiences. I am eager to contribute to a dynamic team where I can elevate brand identities, drive business growth, and deliver exceptional design solutions that exceed expectations.

Skills

- **Design Systems:** Creating and maintaining cohesive design systems for consistency across all platforms.
- **Branding:** Developing and evolving brand identities, including logos, typography, and color schemes.
- **UX/UI Design:** Crafting intuitive and visually appealing user interfaces and experiences.
- **Marketing Creative:** Designing assets for digital marketing campaigns, including landing pages, emails, and ads.
- **Motion Graphics:** Producing dynamic visuals for videos, animations, and interactive content.
- **Prototyping & Wireframing:** Using tools like Sketch, Figma, or Adobe XD to design and prototype interactive web and mobile experiences.
- **Creative Software:** Proficiency in tools like Adobe Creative Suite (Photoshop, Illustrator, After Effects, etc.).
- **Collaboration:** Working closely with product managers, developers, and other stakeholders to ensure design alignment with business goals.
- **User-Centered Design:** Applying research and insights to design solutions that address user needs and enhance engagement.
- **Typography & Layout:** Mastery of typography, grid systems, and layout principles for clean, effective design.

Education

BA Multimedia Design

Brooks College

Long Beach, CA 2008

Experience

Senior Visual Designer StudentBridge, 2024

- Architected and maintained a comprehensive design system that unified digital platforms and marketing materials under a single, consistent visual language.
- Designed high-impact marketing assets—including landing pages, email campaigns, and paid digital ads—that measurably improved prospective student engagement and conversion rates.
- Led a full brand refresh, modernizing StudentBridge's visual identity with updated logos, typography, and color systems.
- Produced motion graphic assets for video, webinars, and live events, elevating the brand's dynamic presence across channels.
- Served as a key design partner advancing StudentBridge's mission of connecting higher education institutions with prospective students.

Visual Designer Expedia Group, 2018-2024

- Contributed to high-visibility marketing and branding initiatives for one of the world's leading travel platforms.
- Designed immersive event environments and trade show experiences that amplified Expedia Group's presence at key industry moments.
- Developed comprehensive brand guidelines ensuring visual consistency across every consumer and B2B touchpoint.
- Created visually compelling campaigns that resonated with global audiences and reinforced the brand's authority in a competitive market.

Creative Director Fitzroy Toys, 2017-2018

- Spearheaded a full brand revitalization and website overhaul, owning both creative vision and strategic execution.
- Led a lean three-person team, directing design, art direction, photography, and front-end development to deliver a cohesive brand experience.
- Reimagined the company's market identity, resulting in a modernized brand that deepened audience connection and drove meaningful growth.

Web Designer OMNI Digital Creative, 2015-2016

- Designed and developed custom WordPress themes and end-to-end digital experiences for a diverse client roster including local businesses and high-profile personalities.
- Developed brand identities, social media asset suites, and comprehensive style guides tailored to each client's voice.
- Delivered highly tailored web solutions that consistently exceeded client expectations by combining creative sensibility with technical precision.

Front-End Web Developer Prodege, 2014-2015

- Partnered closely with the design team to translate concepts into polished, responsive web experiences across Swagbucks.com, ProdegeMarketResearch.com, and Ncrave.
- Built new pages and shipped innovative features that boosted user engagement and drove platform growth.
- Bridged the gap between design vision and technical implementation, ensuring pixel-perfect execution across platforms.

Product Designer Prodege, 2011-2014

- Applied user-centered design principles to create intuitive platform experiences in close collaboration with product, engineering, and marketing teams.
- Balanced user needs with business objectives to enhance platform functionality, satisfaction, and overall product quality.
- Contributed to the early growth of Swagbucks, one of the largest consumer rewards platforms, through iterative design improvements and feature development.