

SUMMARY

Brand Designer with 8+ years of experience in brand identity systems, illustration, and multimedia design. Skilled in leading visual identity rebrands, creating scalable design workflows, and producing high-impact campaigns. Expertise in tools such as Figma, Adobe Creative Suite, and emerging AI workflows to deliver innovative and user-centric designs.

EXPERIENCE

BMRX Health *Lead Brand Designer—Contract*

Los Angeles, CA 10/24 – Present

- Built BMRX Health's brand from the ground up, establishing its visual identity, creative direction, and scalable design system ahead of the company's initial launch.
- Designed and launched two generations of the company website, plus more than 20 affiliate landing pages across GLP-1 medications, peptides, HRT, and other telehealth treatments.
- Developed the full email marketing system, from branded templates and Klaviyo flows to weekly newsletters, creating a consistent customer experience across the customer lifecycle.
- Led paid social creative across Facebook and Instagram, producing Meta campaigns that drove the majority of site traffic, along with custom renderings and mockups for pills, vials, and packaging.

Flow Golf *Brand Designer—Contract*

Los Angeles, CA 5/25 – 1/26

- Created Flow Golf's complete brand identity and applied it across its e-commerce website, email marketing, social media, and customer touchpoints.
- Designed and launched the Shopify e-commerce experience, including product discovery and PDPs for the Modaluxe apparel collection.
- Served as Creative Director for two 2025 photoshoots, leading the planning and art direction for lifestyle campaign imagery and the complete PDP image library.

StartEngine *Senior Designer*

Remote 4/23 – 9/24

- Consulted with CEO's of startups about their visual brands. Designed and art-directed equity crowdfunding campaigns for 160+ startups.
- Developed and maintained scalable Figma template libraries, enhancing team productivity.
- Trained creative teams and contractors on brand guidelines, ensuring consistency across projects.
- Collaborated with Webflow developers to build and launch dynamic client landing pages.

Camp + King *Designer*

San Francisco, CA 10/20 – 3/23

- Directed the 2022 Recruitment & Retention visual identity rebrand for RE/MAX, improving alignment with organizational goals.
- Led Jackson Hewitt's 2021 brand identity refresh, including art direction for still photography in their 2022 commercial shoot in Mexico City.
- Partnered with AD/CW teams to create innovative campaigns, packaging designs, and business pitches for major brands, including *Sam's Club*, *Papa John's*, *Nulo*, *Jack in the Box*, *Energizer*, *RE/MAX*, *Akili*, *Four Roses*, and *Grove Co*.

Make&Co. *Motion Designer—Contract*

Chicago, IL 11/19 – 6/20

- Animated online and social media promotional assets for the launch of Lightology's 2020 Lookbook, enhancing digital engagement.

EDUCATION

School of the Art Institute of Chicago—Bachelor of Fine Arts

SKILLSET

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|-----------------|-------------|--------------------|---------------------|
| • Photoshop | • XD | • Art Direction | • Typography |
| • Illustrator | • Figma | • Identity Systems | • Web Design |
| • InDesign | • Sketch | • Illustration | • User Interface |
| • Premiere | • Cinema 4D | • Print Design | • 2D & 3D Animation |
| • After Effects | • Framer | | |

AWARDS AND
RECOGNITION

- | | |
|-------------------------------|--|
| • Shorty Awards 2021 Finalist | • Indigo Design Awards 2020 (Silver in Branding) |
| • YS Shortlist 2020 | • Justyna Palka Memorial Scholarship Recipient |