

## Illustrator

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## Photoshop

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## InDesign

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## After Effects

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## Lightroom

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## Squarespace

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## Wix

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## Microsoft Office

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## Photography

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## Illustration

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### **Pop-Dot Designer**

*March 2022 - Present*

Work on a variety of projects ranging from numerous brand identities to year-long campaigns. Collaborate with copywriters, strategists, and creative directors to achieve goals and objectives set at the beginning of each project. Schedule and manage my calendar to execute work effectively. Communicate with clients representing the creative department when needed.

### **Kids From Wisconsin Visual Identity Manager**

*September 2022 - Present*

Lead the design and marketing team to create designs through all aspects of the organization such as tour branding and collateral, web design, merchandise, and social media. Art direct the creative team to best represent the brand in a consistent and engaging way.

### **Kids From Wisconsin Marketing/Design Lead**

*September 2018 - September 2022*

Rebranded the organization, including the development of a new identity system, brand style guide, and website. I create a variety of social media graphics, print materials, annual report layouts and tour bus wraps.

### **Hoey Apothecary Brand Manager**

*May 2019 - March 2022*

Became the company's marketing pioneer – creating a new brand, logo, and website. Strategize and execute all marketing initiatives to achieve short- and long-term business goals – from retail environmental design to creation of an online store.

### **Lands' End Electronic Publishing Specialist**

*July 2018 - March 2019*

Responsible for working directly with copywriters and art directors to assist in the production of creative projects. Tasks required keen attention to design, art and typography.

### **University of Wisconsin-Whitewater**

*Bachelor of Fine Arts*

Arts Management Major    Dance Minor