

EXPERIENCE

Freelance Design | Brand / UX Designer

APRIL 2023 – PRESENT

Lead conceptual and visual design across brand identity, UX/UI, web, and spatial projects for clients ranging from startups to established brands across retail, tech, healthcare, hospitality, and manufacturing. Manage full project lifecycle from concept through launch, including client strategy, design systems, digital experiences, marketing assets, and environmental branding.

Selected Clients: SkyFi, Gopher Hole Golf, Kid Net, Parade of Homes, Headwaters Health, Appa Bagworks, Virginia Steel, Fractal Software, Arsenal Development

Madix Outdoors | Creative Director

JUNE 2025 – DEC 2025

Directed creative strategy and brand experience for a growing outdoor products company. Oversaw web design, digital campaigns, experiential event design, social content, SEO, partnerships, and ambassador programs — shaping a cohesive brand world across digital and physical channels.

2% Fashion Show | Creative Director

SEPT 2024 – DEC 2024

Conceived and directed a multi-sensory brand experience integrating runway, sound, and lighting into thematic sections. Collaborated with 50+ creatives to build an immersive narrative environment for 170+ attendees — merging spatial design, visual identity, and live storytelling.

The Collective Magazine | Art Director

JAN 2021 – MAY 2023

Directed editorial design for Print Issues III–V. Set visual direction, ensured cohesive layout execution, and led a team of designers to deliver high-craft, story-driven print experiences.

App State OIED | Study Abroad Peer Advisor

AUG 2022 – MAY 2023

Developed promotional materials — print and video — for international study programs. Led info sessions and translated complex program structures into clear, compelling visual narratives.

WALTER Magazine | Graphic Design Intern

AUG 2022 – MAY 2023

Collaborated with the Creative Director on editorial layout, external print advertising, and internal brand/logo development.

Blending Magazine | Graphic Design Intern

FEB 2022 – MAY 2022

Developed the publication's visual identity and layout system alongside the Art Director and design team.

EDUCATION

University of Colorado Boulder

2025

Master of Science in Creative Technology & Design | Creative Industries Track | GPA: 4.0

Appalachian State University

2023

Bachelor of Fine Art in Graphic Design | Minor in Photography
Summa Cum Laude | 3.85

Florence University of the Arts

FEB 2022 - MAY 2022

Study Abroad & Internship

SKILLS

Design & Brand Experience

Brand & Design Systems
UX/UI Design & Prototyping
Experiential & Spatial Design
Print & Publication Design
User Research
Marketing Strategy & Performance
Photography, Videography & Visual Storytelling

Design & Creative Tools

Figma, Adobe Creative Suite, SketchUp

Creative Technology

p5.js, HTML/CSS, Python, Arduino

CERTIFICATIONS & AFFILIATIONS

Microsoft Office Certified

AIGA Member

EXHIBITIONS & SHOWS

Redefine Design

2023: Graphic Design Capstone Exhibition

ASU Commercial Photography Show

2020: Best Image in Photographic Imaging I

2021: Form & Media Image exhibited