



BRAND DESIGNER

New York, New York

CONTACT

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EDUCATION

TEXAS STATE UNIVERSITY

BS in Creative Advertising

SKILLS

Adobe Creative Suite

Photoshop, Premiere Pro, Illustrator, Lightroom, InDesign

Figma

Collaborating & creating design systems from a blank canvas to live on-site

Paid Ads

Amazon, Meta, Google, Shopify, Pinterest

Social Media Content Creation

From at-home photo shoots to editing & scheduling in Sprout, I own social content from start to finish

Email Marketing

Klaviyo, MailChimp, Rejoiner, Shopify

Video Editing

Instagram, TikTok, YouTube, & more

AI Generation & Prompting

NanoBanana, Sora, Veo3, Gemini, ChatGPT, ElevenLabs, Synthesia, Midjourney, & more

EXPERIENCE

AUTHENTEAK

Brand Designer

2022 - 2025

Designed & developed email blasts, paid & organic social, on-site content, video editing, iconography, infographics, & any asset in between. Made 100s of brands in our catalog all speak the same voice, with cohesive design cross-platform. Learned I will never fit a pizza oven in my NYC apartment.

PEPSI CO.

Associate Brand Designer

2021 - 2022

Design & development of packaging, overseeing 360 brand campaigns, leading comms with global agencies & partners, driving performance-first social content, directing remote and in-person shoots, and so much more. Learned how to write "no artificial sugars or flavors" in 7 languages.

THE CHARLES

Junior Designer

2020 - 2021

Designed and strategized campaigns for luxury consumer brands (Aveda, Cincoro, Erno Laszlo) at a lightning-fast agency. Learned to design a skincare ad with one hand, and a tequila ad with another.

CHOOSY

Content Designer

2019 - 2020

Designed paid advertisements for Facebook and GoogleAds, created e-commerce graphics, spearheaded email campaigns, and executed cross-platform creative, and directed influencer, lifestyle, & e-commerce photo shoots. Learned what an inseam was.