

EDUCATION

Carnegie Mellon University

Pittsburgh, PA | Class of 2020

BDes in Communication Design
Minor in Human-Computer Interaction
Dean's List, Fall 2017 – Spring 2019
GPA 3.73

SKILLS

Design

Graphic Design
UI/UX Design
Design Research
Branding & Visual Systems
Web Design & Development
Rapid Prototyping
Illustration
Systems Thinking
Motion Graphics
Data Visualization
Bookbinding

Software

Adobe Creative Suite
Figma
HTML/CSS
Sass/SCSS
JavaScript
Python 3
Fusion 360
SketchUp
SolidWorks
Marketo
Axure RP 8

SAY HELLO!

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EXPERIENCE

Updater — Freelance Designer

Fall 2020–Present | New York, NY

Branding & Visual Systems, Data Visualization, Communication Design

Working with the VP of Marketing. Creating pitches, slidedecks, and ebooks to secure bids, contracts, and partnerships. Building data visualizations of moving trends to increase Updater's media presence. Further developing a central design system for company-wide use.

Updater is a New York-based start-up that connects with brokerages, property managers, and moving companies to provide a one-stop web application for people who are moving.

Updater — Design Intern

Summer 2019 | New York, NY

Web Design & Development, Branding & Visual Systems

Worked in the Marketing team alongside the Brand Designer.

- Redesigned and built web pages for Updater's website to increase traffic to revenue-driving channels while maintaining SEO.
- Built fully-customizable promotional landing pages used by the Marketing team to quickly personalize and acquire new clients.
- Supplied the Marketing and Product teams with motion graphics for promotional app walkthroughs and in-app use respectively.
- Provided overall design support with website maintenance, presentation design, and marketing collateral.

Pack Up + Go — Graphic Design Intern & Associate

Summer–Fall 2018 | Pittsburgh, PA

Branding & Visual Systems

Collaborated with the CEO and the Marketing Manager as the sole designer. Hired as an Associate to continue project started as an intern.

- Created training materials, media kits, and a mid-year review to support influx of new hires and new partnerships.
- Designed branded print material like stickers, postcards, and neighborhood guides that are specific to destination and trip type. These are included in every client's travel envelope.

Pack Up + Go is a Pittsburgh-based start-up that specializes in personalized mystery trips within the continental United States.

PROJECTS

Mar. Candle Co.

Fall 2020–Present | Branding & Visual Systems

Visual development and production for a new clean-burning scented candle brand. Creating labels, packaging, and social media content.