

WORK EXPERIENCE



GRAPHIC DESIGNER & VISUAL STORYTELLER

04.2024 - Present

BALTIMORE, MD

- Purpose-based branding & identity, and design systems
- Data-grounded storytelling & dashboard design
- Impact based storytelling, presentation, and social design



(EVERNORTH) SENIOR ANALYST, DATA VISUALIZATION

02.2023 - 04.2024

BALTIMORE, MD

- Creation of design standards & strategy for a data visualization toolkit.
- Creation of brand standards for visual storytelling.
- Development of visual standards across a multi-brand design system.

MERKLE

PRESENTATION DESIGN DIRECTOR

09.2021 - 01.2022

BALTIMORE, MD

- Management of Merkle brand story through design of PowerPoint templates, pitch presentations, infographics and branding.
- Direction & development of Merkle brand guidelines.

SOFTRAMS

SENIOR GRAPHIC DESIGNER

02.2021 - 09.2021

BALTIMORE, MD

- Development of Softrams brand story, including proposals, presentations, data design, brochures & social media ads.
- Strategy-driven design of data visualizations & diagrams for brand.



SENIOR, VISUAL STORYTELLER

08.2020 - 12.2020

REMOTE

- Implemented visual design and design-focused storytelling for Fannie Mae's Customer Experience Design (CXD) team.
- Acted as an internal design consultant for CXD's human-centered internal templates, design thinking, events, & brand identity.



SENIOR, GRAPHIC DESIGNER

05.2019 - 05.2020

HANOVER, MD

- Maintained and developed the Allegis Group brand including all print, publications, digital, social & web assets.
- Conducted re-brand of internal operating company, including digital assets & printed materials.

MERKLE

GRAPHIC DESIGNER

02.2017 - 09.2019

COLUMBIA, MD

- Designed performance-based artwork to support corporate campaigns, including re-branding, data design, & operational initiatives.
- Spearheaded the design of multiple large marketing campaigns, including social media ad development, infographics, signage, white papers, publications & reports.

CBRE

SENIOR GRAPHIC DESIGNER

06.2016 - 02.2017

WASHINGTON, DC

- Management and quality assurance of design work by internal staff & external freelance design team.
- Managed design of multi-tier campaigns, including real estate branding, brochures, fliers, advertisements, offering memorandums, newsletters, event signage, publications & e blasts.

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WHO AM I?

I am a graphic designer and visual storyteller with more than ten years of progressive experience in field of design. I provide elegant design solutions which are informed by data, honed through creativity & initiated by inspired conversations.

VALUES

- Be brave.
- Be accountable.
- Be authentic.
- Constantly renegotiate your capacities.

PORTFOLIO MIX

67%

Graphic Design

23%

Branding & Identity

10%

Visual Storytelling

SOFTWARE SKILLS

Adobe Illustrator

Adobe Photoshop

Adobe InDesign

MS Office

DESIGN SKILLS

Infographics

Presentation Design

Proposal Design

Branding & Identity

INTERPERSONAL SKILLS

Active listening

Problem-Solving

Empathy

EDUCATION

MPS: INFORMATION VISUALIZATION

Maryland Institute College of Art & Design (MICA)

2015 Baltimore, MD

BA: FINE ARTS

University of Maryland, College Park

2003 College Park, MD