



## EDUCATION |

**Bachlors of Fine Art**, Kutztown University of Pennsylvania, Kutztown, PA | December 2018

**Majors:** Communications Design and Studio Arts.

**Concentrations:** Graphic Design, Interactive Design and Digital Media.

## SKILLS |

- Certified in Adobe Dreamweaver
- Mastery of graphic fundamentals, graphic design, advertising design, typography layout.
- Outstanding with Adobe Software (Photoshop, Illustrator, After Effects, Premiere, InDesign and Acrobat).
- Expert Web Designer, HTML, CSS, SCSS, WordPress, frontend and backend user experience.
- Excellent with Microsoft Office (Word, Excel, and PowerPoint) and G-Suites.
- Efficient with traditional art, drawing, painting, sculpture, and ceramics.
- Basic Arduino Micro-Controllers, Processing and C++ Coding.
- Leadership, interpersonal teamwork, listening and public speaking.

## RELATED DESIGN EXPERIENCE |

**DAW Industries | San Diego, CA**

**In-House Designer, 2020 - Current**

- Performing all Duties that involve DAW Industries Design and Marketing Presentation, helping to increase revenue with a complete rebranding of their website and printed materials resulting in more sales and new clients.
- Updating and rebranding of current designs, including the printing, packaging materials and forms with fields.
- Managing website content using backend user experience software and custom HTML coding.
- Updating videos, audio and creating new animations for their rebranding.
- Creating new illustrations, technical manuals, instructions, schematics, posters, stickers and labels.
- Managing and uploading posts to YouTube and other social media platforms.
- Fully developing a new website for up and coming rebranding design.

**Library and Learning Technology, Kutztown University | Kutztown, PA**

**Graduate Assistantship, 2019**

- Designed a Fall and Spring Book Review that was printed and published online.
- Managed social media platforms, creating posts and updated website content with backend UX / UI software.
- Developed and oversaw Teen Library Day, a 500+ person event of local middle and high school students to participate in an author presentation and a campus tour, with the goal to get students interested in Higher Ed.
- Managed Fall Book Review, requiring the creation of unique presentations and coordination of volunteer speakers.

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### **CONNECTIONS Orientation, Kutztown University | Kutztown, PA**

#### **Family Program Coordinator, 2017 – 2018**

- Created and presented to large and diverse groups of audiences.
- Interacted with incoming students and their families, providing university information.

#### **Graphic Design Coordinator, 2016 – 2018**

- Created invitations and Thank You letters for incoming students and their families.
- Designed a class t-shirt for the incoming class of students.
- Created social media posts, annual reports and a yearly guidebook.

#### **Web Designer, 2016 - 2018**

- Managed the Orientation webpage on the University's website using backend user experience software.

### **Kutztown University Public Relations Office | Kutztown, PA**

#### **Graphic Design Assistant, 2017**

- Assisted in designing banners, folders and apparel, following Kutztown Universities' new branding guidelines.
- Created printed materials such as magazines, folders, flyers, banners and brochures sold at the campus stores.

### **Kutztown University Health & Wellness Center | Kutztown, PA**

#### **Graphic Design Freelancer, 2016 – 2017**

- Designed poster boards for upcoming health events.
- Updated information and redesigned health brochures, PowerPoint presentations and book covers.

### **SELECTED EXHIBITION |**

"AR Portal", Creative Code Exhibition, Miller Gallery, Kutztown University, Kutztown, PA 2018.

"Smudge Decoded", CD Senior Exhibition, Miller Gallery, Kutztown University, Kutztown, PA 2018.

"Storytelling Website", CD Senior Exhibition, Miller Gallery, Kutztown University, Kutztown, PA 2018.

"Self-Portrait", FA Senior Exhibition, Miller Gallery, Kutztown University, Kutztown, PA 2017.

"Passages", Salon de refuse, Eckhaus Gallery, 157 W Main St, Kutztown, PA 2017.