

Multidisciplinary designer with 4+ years of experience. Currently working as a Designer, I use research and insight to ensure designs fulfill customer, user, and client needs. My background in branding and identity design has led me across a variety of specializations (including: graphic design, HTML/CSS, UX/UI design, photography, print, digital, marketing design) and has allowed me to gain insight across a vast amount of industries, making me versatile across different channels (including: healthcare, food, trucking & automotive, architecture, offshore manufacturing, oil & gas, chemicals & refinery services).

EXPERIENCE

Designer | S.O. Creative | Houston, Texas | 2022–Present

- Developed Branding & Visual Identity: Created logos and comprehensive visual systems to establish brand recognition.
- Designed Multi-Channel Marketing Materials: Produced print (flyers, booklets, banners, catalogs, direct mails) and digital assets (web banners, ads, email designs) for marketing campaigns.
- Optimized Design Workflow: Streamlined design processes, resulting in faster project turnaround times and ensured designs are ready for print production.
- Managed multiple projects simultaneously, prioritizing tasks effectively to meet tight deadlines.

Jr. Production Designer | Decode Advertising | Houston, Texas | 2021–2022

- Developed Multi-Channel Marketing Assets: Designed print (flyers, banners, packaging) and digital materials (ads, emails) for marketing campaigns. Optimized designs for print production.
- Collaborative Content Creation: Partnered with cross-functional teams to create diverse content for various marketing channels (emails, social media, ads, flyers).
- Visual Content Management: Captured and edited high-quality photos, contributing to a visually appealing company website.
- Successfully delivered on multiple projects with tight deadlines by prioritizing tasks and managing workflows effectively.

Graphic Designer | Creation Station | Houston, Texas | 2017–2020

- Designed illustrations, graphics, and other visual elements for use on apparel and various merchandise.
- Created Multi-Channel Print Materials: Designed and produced print collateral (flyers, posters, brochures, banners) to support student organizations and campus events.
- Maintained proficiency in Adobe Creative Suite (InDesign, Illustrator, Photoshop) to create high-quality graphics and layouts.
- Client-Centric Design Approach: Collaborated with clients on project concepts, brainstorming design ideas, and incorporating feedback to deliver desired outcomes.

EDUCATION

Bachelor of Fine Arts in Graphic Design | 2020

University Of Houston

Associates of Arts | 2016

Houston Community College

AWARDS

University Of Houston Graphic Alumni Partnership Scholarship | 2020

Every year, UH GAP gives out scholarships to a select few Seniors and Graduate students. Selected as the 1st Place winner by UHGD alumni and the design community.

Steal This Idea - ACUI | Association of College Unions International | 2019 & 2020

Received an honorable mention brochures category for the CLASS Distinguished Faculty Award Brochure and interior/wall art category for the Wellness