

### TECHNICAL SKILLS

- Skilled in digital and print graphic design, branding, marketing, packaging, photography, video editing, and UI/UX.
- Skilled in Photoshop, Illustrator, InDesign, Premier Pro and After Effects.
- Working knowledge of HTML and CSS, 3D modeling and manipulation in C4D and Adobe Substance.

### INTERPERSONAL SKILLS

- Experience leading a small team of designers, providing and receiving feedback while keeping projects on track, relaying project needs from stakeholders and reviewing briefs.
- Collaborative and diplomatic when dealing with varying needs and deadlines of teams.
- Professional when giving and receiving feedback, able to pivot and adjust to new deadlines or project changes.

### EDUCATION

- GEORGIA STATE UNIVERSITY
  - BFA Graphic Design

### LANGUAGES

- Spanish - Fluent

### EXPERIENCE

#### PORCHLIGHT, Atlanta GA

Designer | 2024-Present

- Responsible for developing and creating packaging, marketing materials, tradeshow, digital and print media for a variety of clients including Hitachi Construction Machinery, Keter, The Home Depot and Trex.

#### MATCHPLAY BRANDS, Atlanta GA

Creative Director & Designer, PCKL and Piper Golf | 2022-2023

- Developed a brand identity for Matchplay Brands and portfolio company, PCKL and Piper golf including ecommerce websites, Amazon assets, marketing materials, photography and video.
- Developed product and packaging designs for both retail and direct to consumer experiences.
- Responsible for all visual assets associated with PCKL and Piper Golf brands and managing freelance designers on brand assets

#### STEELSERIES, Chicago IL

Senior Graphic Designer, KontrolFreek Brand | 2020-2022

- Led a team of designers ensuring all creative was executed on brand and on-time delivering industry leading creative. Transitioned all creative work and processes into SteelSeries systems and workflow.
- Executed brand campaigns for the launch of PS5® and XBOX® Series products, packaging and retail placements for these products as well as partnered product launches for Call of Duty® and 6 Siege®.
- Provided creative direction, review and approvals for SteelSeries regional teams working with KontrolFreek creative assets.

#### KONTROLFREEK, Atlanta GA

Senior Graphic Designer | 2018-2020

- Oversaw an external branding agency to execute a company re-branding providing creative guidance and feedback. Led a team of designers to implement new brand guidelines across all creative assets
- Worked with product dev team to create and transition all existing and future products to a new packaging system.
- Worked with licensing from Call of Duty, Borderlands®, Bungie®, and Overwatch® to develop product packaging and marketing materials using partner and KontrolFreek brand guidelines.

Graphic Designer | 2015-2018

- Developed point of purchase retail displays, digital and print advertising, and promotional creative for GameStop®, Game UK, JB HIFI Aus, and Amazon.
- Worked alongside other designers to ensure cohesive on brand creative throughout all brand touch points. Developed product and lifestyle photography for all in-house and partnered product launches.

#### MAMMOTH IDEAS, Atlanta GA

Graphic Designer | 2013-2015

- Developed branding, marketing and web solutions for small business clients, including TinDrum® Asia Cafe and Proof of the Pudding™, as part of a full service boutique agency.