

## Experience

### Senior Graphic Designer at Rightway, 2021–2023

- Led a creative team of in-house and freelance designers to deliver innovative, high-impact design solutions for a growing healthcare startup. Under my supervision, the Creative Studio team supported a 30% YoY growth rate, completing over 1,100 projects.
- Served as a brand champion to mature and expand the brand across materials for prospects, clients, members and other audiences.
- Managed day-to-day design studio functions, including creative direction and project coordination, while establishing and nurturing relationships with creative contributors and internal clients.

### Graphic Design Lead at Scoop, 2016–2020

- Partnered to develop and execute brand communications with designers, copywriters, photographers, marketers, and engineers.
- Scaled Scoop's graphic design and creative management services through recruiting, hiring, and process development.

### Visual Designer at NerdWallet, 2015

- Supported multiple internal teams by designing infographics, icons, illustrations, and educational guides.
- Prepared wireframes and mockups for marketing landing pages, collaborating with engineers for final asset creation and QA reviews.

### Graphic Designer at McKesson, 2012 and 2014

- Developed editorial illustration and expanded icon styles for use across print and digital executions.
- Created presentations for tradeshow events.
- Designed and produced direct mail and email communications.

### Graphic Designer, various sites and firms prior to 2016

- Companies included Grubb & Ellis (Newmark), OneLogin, IDEO.org, Sunrun, West Advertising, Monster Cable, Firewood, Pelco, Panagraph (Astone), Parola Design.
- Industries included advertising and marketing, design, energy, healthcare, consumer goods, manufacturing, real estate and SaaS.
- Design projects included presentations, newsletters, identity, digital and print advertising, marketing collateral, direct mail, email, landing pages, manuals, social media, icons, and illustration.

## Design skillsets

Creative direction  
Marketing collateral  
Sales enablement  
Presentations  
Email and landing pages  
Icons and identity  
Infographics  
Illustration

## Tools

Figma  
Google Suite  
Illustrator  
InDesign  
Photoshop  
PowerPoint

## Education

Cal State Fresno;  
BA, graphic design  
Academy of Art;  
coursework toward  
MA in graphic design