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PROFESSIONAL EXPERIENCE

SUNY Downstate Health Sciences University, Graphic Designer, February 2024–Present

- Design communications across all departments within Downstate's university and hospital systems, including print collateral, digital assets, and environmental signage
- Advise and present concepts and rationale to department leads, incorporating feedback to refine design effectively
- Develop vector graphics, infographics, maps, and charts to visualize large sets of data and complex information
- Ensure visual consistency across University Hospital and affiliated clinics by enforcing institutional brand guidelines
- Research and illustrate iconography to demonstrate concepts across marketing materials graphically
- Prepare production-ready files and communicate with vendors to ensure deliverables are produced as expected

PingPong Design Studio, Freelance Designer, February 2022–Present

- Deliver brand, editorial, and digital design solutions for 35+ clients across private, startup, and nonprofit sectors
- Develop print and digital assets, including reports, posters, letterheads, mockups, brand guidelines, websites, presentations, newsletter graphics, wayfinding, event signage, templates, and fact sheets
- Animate and edit short videos and GIFs to create engaging visuals for social media, presentations, and mockups
- Design social media graphics and captions for Giving Gap (Black-founded nonprofit directory), achieving 70K+ views and 7.3% engagement rate (double the industry average) across 248 posts
- Visualize and enhance photos, design concepts, mockups, and social media graphics using generative AI

NYC Department of Consumer and Worker Protection, Graphic Designer, April 2022–February 2024

- Led the design of print and digital advertisements for the 2023 and 2024 NYC Free Tax Prep public awareness campaigns, posted across 3,100 public transportation displays and LinkNYC kiosks
- Designed social media graphics, paid advertising and email campaigns, flyers, brochures, postcards, reports, inspection checklists, posters, signage, business cards, banners, and promotional items
- Provided design support for 50+ digital projects, including graphic needs for the agency's intranet, website, and social media platforms
- Collaborated with the communications team to develop concepts and materials for the Financial Empowerment Center and Food Delivery Worker public education campaigns

Liquor Lab, Graphic Design Intern, June 2021–December 2021

- Designed print packaging, dielines, and product labels, ensuring accuracy and alignment with brand identity
- Produced marketing, print, and packaging materials, including video thumbnails, posters, flyers, banners, boxes, social media graphics, dielines, and labels to support consumer engagement and product launches
- Utilized DaVinci Resolve to edit and color grade five on-demand class videos

EDUCATION

New York University, Bachelor of Arts in Global Liberal Studies

CERTIFICATES

Parsons School of Design, The New School Graphic and Digital Design Certificate Program

COOP Careers, Digital Marketing Apprenticeship

Learned the fundamentals of digital marketing through 200+ hours of hands-on workshops

SKILLS

Design: Adobe Creative Suite (Photoshop, Illustrator, InDesign, After Effects, Animate, Premiere Pro, Firefly, Acrobat), Figma, Microsoft Office (PowerPoint, Word, Excel), Canva, Google Suite (Slides, Docs, Sheets)

Web, Socials & Email: WordPress, HTML and CSS, Sprout Social, Facebook, Instagram, LinkedIn, MailChimp, Buffer