



Highly creative, detail-focused Graphic Designer providing exceptionally innovative, high-end marketing materials to elevate brand awareness and deliver cost-effective solutions. Forward-thinking designer with 8+ years of experience providing hands-on, creative management for digital and print services. Deliver unique, eye-catching designs, high-quality photography, and attractive layouts for a wide variety of projects. Thrive in a fast-paced environment with excellent organizational skills and attention to detail. Create products with consistency and authenticity to brand. Communicate effectively with all levels of employees and management.



## SENIOR GRAPHIC DESIGNER

### Hasbro

November 2019 - Present  
Burbank, CA

**Supported packaging team on new Disney Princess from concept through to completion.**

Collaborated as a team with designers and marketing to develop innovative packaging elements. Worked on concept following processes that included, mock up packouts of packaging, assisted in photoshoots for packaging images, worked with vendors and China team to ensure price points are met, presented designs to Disney and followed all guidelines in place as packaging design files are prepared for production.

#### Selected Achievements:

- Created new artwork for Disney to use on their platforms.

## SENIOR GRAPHIC DESIGNER/ PHOTOGRAPHER

### Menchie's Frozen Yogurt

May 2015 - October 2019  
Encino, CA

**Complete various artistic projects efficiently and accurately for growing, award-winning frozen yogurt franchise.**

Collaborate with marketing team to develop bi-weekly, monthly, and local store marketing materials. Develop customer experiences using layout techniques, style guides, color schemes, user interface graphics, and icons. Create animation, signage, and various print and digital materials. Use variety of mediums to enhance visual elements. Manage, identify, and report progress and determine challenges to project execution. Ensure files meet production guidelines for print and web.

#### Selected Achievements:

- Designed innovative new website to replace outdated website.
- Managed various projects and collaborative efforts with other companies and brands.
- Found innovative ways to reduce monthly kit costs, by improving print collateral.
- Pioneered Flavor of the Month photography for business, including creating actual physical product and taking appealing still life photos of product.

## SENIOR GRAPHIC DESIGNER/ PHOTOGRAPHER

### Midici The Neapolitan Pizza Company

May 2015 - October 2019  
Encino, CA

**Design materials from concept to completion for authentic Neapolitan pizza company, developing smart, strategic, and creative solutions that are inspirational and brand consistent.**

Manage all graphic design operations, including marketing email blasts, photography, social media, and design and management of website. Produce marketing materials, including packaging, web design, UX/UI design, presentations, menus, indoor and outdoor signage, and all company graphics needs. Oversee multiple projects and all photography shoots, preparing product and coordinating shoot site.

#### Selected Achievements:

- Collaborate with VP of Brand Strategy and CMO to promote consistency in marketing efforts and promotional launches.
- Improved social media presence through professional photography.
- Devised an editable PDF document for Operations Department to edit and create customized menus for fast-growing franchise.



## CALIFORNIA STATE UNIVERSITY, NORTHRIDGE

Bachelor's Degree in Graphic Design  
Graduated 2013



### AREAS OF EMPHASIS

Visual Thinking & Design  
Photography  
Animation  
Web Design  
Branding

Project Management  
Marketing Efforts  
Social Media  
Typography  
Current Industry Trends