



professional experience

Creative Director | SchoolPride Ltd.

7+ Years: 2019 - Present

(Mid-Level Designer from 2017-2019)

Columbus, OH

standard tasks

- allocate projects based on designer skillset, time, and current workload
- approve timesheets for design team
- oversee quality and quantity of work done for clients
- design high level facility graphics, helmet decals, and internal assets
- effectively communicate material changes, production complications, and project manager requests to the team
- design internal materials such as flyers, signs, email templates, and website assets as requested
- conduct annual employee reviews
- work closely with the lead project manager and operations manager to streamline and improve output

as-needed tasks

- photograph and retouch product photos and employee headshots
- uphold and maintain internal brand
- small website maintenance
- organize and restructure outdated files folders
- rebrand flyers, internal materials, business cards, etc.
- design trade show booth exhibits
- deliver Google Ad photos to Controller
- create branded videos and animations as needed

new implementations and additional projects

- added new labels and structures to proof boxes
- assisted in implementation of separate decal and update queues
- created helmet library database for reference
- designed color conversion palettes for various product types to push consistency
- spearheaded design team merger (merging facility graphics, decals, and updates into one team)
- implemented disclaimers on proofs, stock items for printing, and new file structure
- introduced use of ai scripts, actions, color conversion, email templates for project managers, and payment email filters to project management team
- created file directory to reference any and all internal items needed on server
- designed a hardware guide for new design team
- corrected and cleaned up multiple symbols files and design assets
- re-structured pricing guide for ease of use among project management team
- implemented design reports - mistakes and overall quantity of jobs
- created overview of second look mistakes
- lead full-scale company rebrand in 2021

employee wellness initiatives

- Design of the Week: a group activity where we vote on a favorite design. This includes the entire building to better build relationships throughout each team.
- Company Lunches: Order food from various restaurants when asked by owner
- Picnic Table: proposed an outdoor seating area for employees to enjoy lunch
- Holiday Party: spearhead holiday party every year by planning games, food, decorations, gifts, etc.

additional work

Apex Supply Chain Technologies

2016 - Design Summer Intern

Mason, Ohio

- worked on internal sales materials, website assets, and internal documents.
- worked alongside translator to ensure various languages were formatted correctly
- most initial design experience was acquired here

education

The Modern College of Design (formerly SAA)

2015 - 2017

Associated in Applied Business of Advertising Art

3.8 GPA - Inaugural Member of the Photography Club

Northwestern University

2020

Certificate in Digital Marketing

key projects

Ohio State Rose Bowl Helmet

2024 Rose Bowl Helmet Stripe Design

Cincinnati Reds City Connect

Created Three-Dimensional Helmet Decals

UTSA Dia de los Muertos

Specialty Game Helmet Design for the Roadrunners

FIU Miami Vice Helmet Decals

Cyan and Magenta Miami Vice Design