



EXPERIENCE

Graphic Designer - AffiniPay

Aug. 2018 – Current

- Leads in directing and executing the design of marketing assets as prescribed by creative/marketing briefs including animated GIFs, social media graphics, HTML e-mail campaigns, logos, storyboards, print ads, presentations, banner ads, trade show displays, apparel, and other promotional materials.
- Serve as lead brand designer for AffiniPay's newest brand, DesignPay, collaborating with key stakeholders to ensure brand guidelines and directives are embraced and adhered to in all executions.
- Led a 16-hour workshop for the design team, focusing on HTML5 Animation. Attendees came away with a rich understanding of a new program and two helpful techniques to apply to their own work: timeline animation and a code-based animation utilizing Javascript.
- Converts rough ideas into visual prototypes (e.g., sketches, layout drafts) to illustrate concepts for creative reviews and A/B testing.
- Supports the Design Manager and creative team in developing creative strategies, process improvements, and creative concepts.
- Mentor new and junior designers through multiple 1-on-1 sessions.
- Pioneered the rebrand for the monthly Continued Legal Education program. By implementing a strategic approach to every touchpoint, the program has seen an 87% increase in registrations from 2019 to 2020.

Graphic Designer - Girl Scouts of Central TX

Mar. 2017 – Aug. 2018

- Assessed, developed, and designed branded graphic solutions for all print and digital collateral for the 83 staff, 13,000 volunteers, and 17,500 girls in this 46-county Girl Scouts council.
- Led the process and execution for the bi-annual magazine, *Trefoil Tribune*. Effectively managed the editing staff and provided helpful and constructive feedback to writers.
- Implemented new intake request system (Formstack), to streamline project management processes across all departments, as well as spearheading the migration of old data to the new platform, and training staff.

Digital Designer - Nexstar Media Group

Mar. 2014 – Mar. 2017

- Designed high-impact Rich Media display ad campaigns, landing pages, and e-mail blasts for Nexstar Media's television stations throughout the United States. (*Key accounts: McDonald's, Chevrolet, Audi.*)
- Led team in HTML5 animation transition, learning and training others on the new format of animation for banner ads and rich media creation.

Graphic Designer - Hole in the Roof Marketing

Mar. 2013 – Feb. 2014

- Created custom designs for apparel and other promotional items for SMB in Central Texas.
- Equipped new and established companies with advanced branding strategy and materials.

AWARDS/CERTIFICATES

INDIGO DESIGN: *Magazine & Layout: Silver '17, Bronze '18, Silver '18.*

ADDY: *Best of Show, Gold, Bronze*

TELLY: *Bronze*

AFFINIPAY (INTERNAL): *Marketing Award of Excellence - 2020*

PROJECT MANAGEMENT TRAINING:
Dell, Certified June 2017

SKILLS

Adobe Creative Suite
Illustration

HTML & CSS
Animation

Leadership
Hand Lettering

E-mail Marketing
UI Design

Management
Organization