



EXPERIENCE

Joss & Main, Associate Production Designer

Boston, MA July 2012 - Present

Responsible for creating the event image, lookbook, and product shot visuals for 9-12 assigned events (flash sales) per week. Attend weekly production meeting and participate in critiques. Communicate with buyers, merchandisers, and copywriters throughout the life cycle of each event. Prepare all visuals for web. Adhere to strict deadlines.

Boston Children's Hospital, Graphic Design Intern

Boston, MA May 2012 - July 2012

Reported to the Lead Designer and Director of Marketing Communications throughout various projects including, but not limited to, brochures, thank you cards, invitations, and marketing collateral. Complied with all brand guidelines, requirements, and deadlines.

The NewHouse (TNH) Advertising Agency, Head Art Director

Syracuse, NY August 2011 - May 2012

Collaborated with Head Copywriter to provide art direction for student-run, full-service, award-winning advertising agency. Managed weekly meetings to discuss ideas, drafts, and final executions with Creative Team. Provided constructive criticism. Worked with sub-teams to further develop campaigns.

The NewHouse (TNH) Advertising Agency, Creative Team Member

Syracuse, NY January 2011 - May 2011

Responsible for creating advertisements/social media campaigns and increasing brand awareness for incoming clients. Attended weekly meetings to discuss ideas, drafts, and final executions with Creative Team. Ideated copy and designed five print/four web executions independently for ONE Condoms' ad campaign.

Ziped Magazine, Designer

Syracuse, NY January 2011 - May 2011

Designed assigned pages and spreads for campus fashion magazine. Styled the copy. Met all pre-production deadlines (one issue per semester).

Travertine, Graphic Design Intern

Sunset Beach, CA (Remote) Summer 2011, Fall 2011

Completed multiple design assignments: Promotional piece to present to Neiman Marcus and Sephora, 2012 catalog, magazine advertisements, press mentions, shelf-talkers. Provided art direction and designed slides for new website design. Made invitation for exclusive media retreat during Mercedes Benz Fashion Week SS12. Managed FWSS12 media retreat in NYC. Met all requested deadlines.

Chicken Soup for The Soul: Publishing LLC, Contributing Author

New York, NY Summer 2011

Submitted essay, *The Beauty of Imperfection*, for publication. Selected as a contributing author in *Chicken Soup for the Soul: Tough Times for Teens*. Available in bookstores by February 7, 2012.

The Vascular Birthmarks Foundation (VBF), Student Representative

New York, NY & Boston, MA 2003 - 2012

Currently redesigning The VBF International logo. Designed and continue to design several pro bono graphic pieces. Presented with The 2010 VBF Service Award. Designed and marketed silicone bracelets single-handedly, generating \$5,000. Wrote *The Beauty of Imperfection* essay, featured in *The Saratogian*. Attended medical conferences in New York City and Boston. Participated in monthly phone meetings. Managed fund-raisers and raised awareness.

PROFICIENCIES

- +Mac and PC
- +Adobe InDesign
- +Adobe Photoshop
- +Adobe Illustrator
- +Adobe Bridge
- +Adobe Dreamweaver
- +WordPress Platform
- +Basic HTML & CSS
- +Basic Cinema 4D
- +Basic After Effects
- +Microsoft Office Suite
- +MRI Plus

EDUCATION

SYRACUSE UNIVERSITY 2008-2012

S.I. Newhouse School of Public Communications

+Bachelor of Science in Graphic Design

Martin J. Whitman School of Management

+Minor in Marketing

+Golden Key International Honour Society

+National Society of Collegiate Scholars

+Note-Taker for The Office of Disabilities

+Dean's List

CONNECT

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