



## EDUCATION

### Syracuse University | 2022

Cum Laude  
College of Visual and Performing Arts  
BFA in Communications Design

## SKILLS

### Creative

Art Direction, Advertising, Packaging, Branding, Editorial Design, Web/App Design, Copywriting, UX/ UI, Brand Planning, Social Media, Marketing, Research, Strategy

### Technical

Adobe Creative Suite: Illustrator, Photoshop, InDesign, XD, Premiere Pro, Acrobat  
Figma

### Personal

Driven, Eager, Adaptable, Passionate, Approachable, Friendly, Reliable

## DESIGN EXPERIENCE

### HAVAS Tonic

**Junior Art Director | New York, NY | April 2023 – Present**

Conceptualized and designed assets for multiple DTC branded and unbranded campaigns including, social and digital activations, banner ads, TV/OLV production, desktop and mobile sites, print and OOH ads, rebranding, and brand activations. Collaborated with other creatives to pitch innovative campaigns and win new business. Worked as one of the main art directors on a new account, launching a campaign from ideation to completion within a tight 9-month timeline. Helped grow the Tonic Instagram and LinkedIn social pages capitalizing on social media trends and creating eye-catching graphics.

**Clients:** Myfembree, Bimzelx, Apretude, Dovoto, Cabenuva

### HAVAS Health Plus

**Junior Art Director | New York, NY | October 2022 – April 2023**

Directed, conceptualized, designed, and pitched successful new materials for HCP clients. Developed in person experiences for doctor conferences; including tabletop displays, digital tablets and 3D patient environments.

**Clients:** Myfembree

### Dentsu

**Freelance Designer | Remote | 2022**

Worked on the New Business team to provide graphic design support. Designed pitch decks using typography, hierarchy, color theory and layout principles.

## ORGANIZATIONS

### University Girl Magazine

**Graphic Designer | Syracuse, NY | 2020 – 2021**

Collaborate with writers to bring their fashion and lifestyle articles to life.

### Mixtape Magazine

**Graphic Designer | Syracuse, NY | 2019 – 2022**

The first and only Hip-Hop magazine on campus. Worked with the head creative director to design magazine spreads to show off student opinions through design.

### Delta Gamma Sorority

**Member Rho Chapter | Syracuse, NY | 2019 – 2022**

Participated in philanthropic events in order to raise money for Service For Sight.

## LEADERSHIP

### Syracuse Club Field Hockey

**Coach/Captain + Member | Syracuse, NY | 2018 – 2022**

### Women In Design

**Marketing and Outreach Committee | Syracuse, NY | 2019 – 2022**

### AIGA

**Peer Mentor + Member | Syracuse, NY | 2018 – 2022**