

## EDUCATION

Moravian University • 2018

Bachelor of Arts: Graphic & Interactive Design, Marketing Minor

## LEADERSHIP

**American Advertising Federation of the Greater Lehigh Valley (AAFGLV)**  
Executive Committee - Secretary • *present*  
Education Committee - Chair • *present*  
Board Member • 2021-present

**Moravian University**  
Studio South Advisor • 2023 - *present*  
Design Curriculum Development • 2021

**Christmas City Citizen's Committee**  
Member • 2021-present

**LeadersNow International**  
Board of Advisors • 2018-2022  
Member • 2010-2018

## ACHIEVEMENTS

2023- Leadership Lehigh Valley, Northampton Community College, graduate

2023- Silver, AAFGLV: Treatment Trends

2020- Women to Women Mentoring Circle, Women's Business Council

2019- #LeadLikeAGirl Conference Speaker

2019- Gold, AAFGLV: Le Studio App

2019- Silver, AAFGLV: Le Studio Instagram

2018- Semifinalist: Adobe Design Achievement Awards, Le Studio App

2018- Alumni Prize for Outstanding Achievement in the School of Arts, Humanities, and Social Sciences, Moravian University

2018- Charles A. Albrecht Memorial Award for the Best Four-Year Record, Moravian University

2016- First Place National Award, Society of Publication Designers, "How to Build a Terrarium"

## EXPERIENCE

### ALLOY5 ARCHITECTURE

#### Senior Graphic & Interactive Designer • Jan 2023-present

- » Oversee multiple projects, including a complete redesign of Alloy5's website, new business proposals, public facing presentations and branding work
- » Lead design teams through concept development, execution and client implementation of projects
- » Direct photo shoots for architectural, interior and branding clients
- » Provide creative direction and mentorship to junior designers and interns
- » Ensure design consistency and brand integrity across all Alloy5 marketing and advertising efforts

#### Graphic & Interactive Designer • Jun 2018-Dec 2023

- » Created compelling designs including branding, layouts, illustrations, color and schemes for various mediums across print and digital platforms
- » Strategized with marketing and development team on new business proposals, social media messaging and digital presence
- » Collaborated with printers and production teams to ensure the quality of printed materials, including new business proposals, signage and marketing collateral

#### Graphic & Interactive Design Intern • Jan-May 2018

- » Assisted in preparing design presentations for client meetings or new business interviews
- » Collaborated on brainstorming sessions
- » Conducted research on design trends, competitors and industry best practices

### MORAVIAN UNIVERSITY

#### Adjunct Professor • Apr 2020-present

- » Courses: Typography, Publication Design, and UI/UX Design (in person and online)
- » Arrange graphic design-related guest speakers
- » Establish contacts with local graphic design organizations such as AAF Lehigh Valley

### GATESMAN

#### Graphic Design Intern • Summer 2017

- » Worked closely with team members and cross-functional departments including creative, media, project management and client relations.
- » Collaborated on brainstorming and ideation sessions
- » Gained proficiency in design software such as Adobe Creative Suite (Photoshop, Illustrator, InDesign) and other relevant tools such as Slack and Basecamp

### BLOOMBERG BUSINESSWEEK

#### Graphic Design Intern • Summer 2016

- » Gathered inspiration and reference materials to inform design decisions
- » Supported senior designers and team members on photo shoots and various tasks in the office
- » Observed story development meetings and magazine strategy sessions