



EXPERIENCE

The OpenNMS Group (In-house), Raleigh, NC (Remote)

Senior Graphic Designer, 2022 – 2023

- Maintained brand consistency across the company and collateral
- Expanded brand expression through new visuals
- Developed templates and frameworks to ensure the consistency of brand and enable all team members and non-designers to create on-brand materials
- Collaborated closely with the sales team to determine priorities for future projects
- Created a library of icons, illustrations, and other visual assets
- Worked directly with various teams and subject matter experts to ensure accuracy of communication through visuals
- Demonstrated excellent aesthetic judgment in visual elements including typography, form, color, and imagery
- Assisted in marketing and lead generation, created campaign marketing materials including social media posts, email templates, landing pages, etc.
- Organized and consolidated company frameworks and tools
- Handled several concurrent projects and worked well under high pressure and fast-approaching deadlines
- Worked directly with content to create and update web pages that are more on-brand, function better, and index higher for SEO and analytics
- Created event materials such as large-scale booths, promotional items, and collateral
- Translated abstract technical concepts into visuals quickly and effectively

New Kind, LLC (Agency), Raleigh, NC

Designer, 2021 – 2022

Junior Designer, 2018 – 2021

- Collaborated closely with internal team on content, UX, and relationship leads
- Designed logo and brand systems, including color, typography, pattern, image styles, iconography, etc. to reflect key company attributes and values
- Lead the discovery process of synthesizing research such as brand analysis and competitive reviews, to reveal key themes and design opportunities
- Translated story and messaging content into compelling visuals
- Worked directly with external in-house design teams, and collaborated with external partners and industry specialists
- Created and walked clients through frameworks and branding concepts
- Brought consistency and clarity to internal and client-facing materials
- Translated pre-established brand guidelines into new visual assets
- Crafted brand guidelines and templates for both client and internal initiatives
- Planned and coordinated presentation of material: determined layouts of visual and content-heavy typographic materials while adhering to deadlines and budget constraints
- Prepared strategic graphics for business proposals

Freelance Designer, 2013 – Present

Created branding, graphics, collateral, etc. for various for-profit and non-profit groups

Additional Experience

Clean, Inc., Raleigh, NC | Design Intern, Spring 2018

Fifth Letter, Winston-Salem, NC | Graphic Design Intern, Summer 2017

The Department of Marketing, Raleigh, NC | Design Intern, 2015 – 2017

Trone Brand Energy, High Point, NC | Studio Intern, Summer 2016

SKILLS

Creative problem-solving

Strong understanding and application of branding and layout design principles

Translating company attributes and values into visual designs

Detail oriented, proactive, and able to handle simultaneous projects

Quick learner and willingness to dive into new programs

Wholistic brand thinking and understanding of broad company goals and processes

Foundational understanding of UX/UI, webpage layout, accessibility, and digital communication

Familiarity with high-level HTML and CSS for basic visual alterations

Experience editing website backends, such as those using Wordpress and Hubspot

Photography

Strong verbal, written, and interpersonal communication skills

SOFTWARE

Adobe Creative Cloud
Illustrator, InDesign, Photoshop, After Effects, XD

Google Suite
Slides, Docs, Sheets, Forms

Microsoft Office
Word, PowerPoint, Excel, Outlook

Additional Software
Figma, Sketch, Slack, Mattermost

EDUCATION

Bachelor of Graphic Design

North Carolina State University
Raleigh, NC, 2014 – 2018