



EXPERIENCE

New Kind, LLC, Raleigh, NC

Designer, 2021 – Present

Junior Designer, 2018 – 2021

- Collaborate closely with internal team on content, UX, and relationship leads
- Demonstrate excellent aesthetic judgment in visual elements including typography, form, color, and imagery
- Design logo and brand systems, including color, typography, pattern, image styles, iconography, etc. to reflect key company attributes and values
- Lead discovery process of synthesizing research such as brand analysis and competitive reviews, to reveal key themes and design opportunities
- Translate story and messaging content into compelling visuals
- Work directly with external in-house design teams, and collaborate with external partners and industry specialists
- Assist in marketing and lead generation, create campaign marketing materials internally as well as for client projects
- Create and walk clients through frameworks and branding concepts
- Bring consistency and clarity to internal and client-facing materials
- Translate pre-established brand guidelines into new visual assets
- Craft brand guidelines and templates for both client and internal initiatives
- Organize and consolidate company frameworks and tools
- Plan and coordinate presentation of material: determine layouts of visual and content-heavy typographic materials while adhering to deadlines and budget constraints
- Handle several concurrent projects and work well under high pressure and fast-approaching deadlines
- Prepare strategic graphics for business proposals

Freelance Designer, 2013 – Present

Create branding, graphics, print materials, etc. for various for-profit and non-profit organizations

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

Collaborated with the design team to create and refine marketing materials and create design tools for clients and in-house use

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

Collaborated with designers on in-house and client design projects

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

Created logos, pamphlets, infographics, e-blasts, wireframes, etc. for the Department of Marketing and its clients

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

Worked with all departments on marketing projects from conception

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

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

Additional Software

Figma, Sketch, Slack

EDUCATION

Bachelor of Graphic Design

North Carolina State University
Raleigh, NC, 2014 – 2018
4.0 GPA