

## WORK EXPERIENCE

### Quince

*Senior Graphic Designer* February 2024 - Present

Create 10 A/B Tests for Ad Campaigns Weekly  
Perform Bi-Weekly Competitor and Market Research  
Train New Hires in Platforms and Processes

*Graphic Designer* October 2022 - February 2024

Create High-Converting UGC Ads with 15% Above Goal ROAS  
Perform Multi-Platform Marketing for META, TikTok, & Pinterest  
Utilize Data-Driven Creativity for Campaign Success

### Elevate5 Web, Design, & Strategy

*Web Designer* June 2021 - October 2022

Created Visually Capturing Print & Online Materials  
Developed Websites Utilizing HTML5 & CSS  
Ran SEO & Performance Analytics for 80 Client Websites  
Executed Social Media Marketing Plans for Clients  
Created Templates to Streamline the Email/SMS Process

### Monogon Design Firm

*Graphic Designer* June 2020 - June 2021

Partnered with Clients to Create a Brand Identity & Logos  
Designed Brand-Consistent Web Experiences  
Developed Websites Utilizing HTML5 & CSS  
Managed and Optimized 3 Organic Social Media Accounts

### Tenacious: Brand Management Firm

*Graphic Designer* February 2019 - June 2020

Developed & Maintained Comprehensive Design Guidelines  
Partnered with Clients to Create a Brand Identity & Logos  
Facilitated Communication with Account Managers & Clients  
Managed and Optimized 5 Organic Social Media Accounts

### Studio Haiku

*Art Studio Intern* May 2018 - May 2019

Maintained Studio Website  
Managed and Optimized Organic Social Media Account

## EDUCATION

### University of Minnesota Duluth

Bachelor of Fine Arts  
Graphic Design and Marketing

### Study Abroad

Florence, Italy

## EXHIBITIONS

### Tweed Museum of Art

December 2017 - January 2018, Duluth

### 315 Gallery

March 2018 - April 2018, Duluth

### Prove

March 2019 - April 2019, Duluth

### Tweed Museum of Art

April 2019 - May 2019, Duluth

## PLATFORMS

Adobe Premier Pro  
Adobe After Effects  
Adobe Photoshop  
Adobe Lightroom  
Adobe InDesign  
Adobe Illustrator  
Adobe Dreamweaver  
Figma  
ChatGPT