

mission.

My mission is to empower businesses by creating visually compelling and strategically crafted brand identities that resonate with their audience. I believe that a well-designed brand is not just a logo or a visual element—it is the heart of a business, a powerful tool that shapes perception, builds trust, and drives growth.

work experience.

Visual Designer

Cohesity | San Jose, CA (Remote) | July 2022–Present

- As a Visual Designer at Cohesity, I led the design efforts for various digital and print projects. I created engaging webpage and landing page designs, developed social media graphics, and provided creative concepts for marketing campaigns. Additionally, I designed tradeshow booths, event assets, display ads, and supported various marketing initiatives with my design skills.

Senior Graphic Designer

TraceGains | Denver, CO (Remote) | Oct 2018–July 2022

- I joined TraceGains as their first designer, tasked with leading the brand rehaul by establishing brand guidelines, redesigning the HubSpot website, and creating various marketing templates. My efforts included developing social media graphics, executive keynotes, and infographics to enhance brand visibility and engagement.

Graphic Designer

Gallup | Omaha, NE | Feb 2016–Oct 2016

- In my role as a Graphic Designer at Gallup in Omaha, I worked closely with a talented team of editors and designers to produce a wide range of digital and print collateral. From B2B presentations to instructional design materials, I utilized my design skills to create visually appealing content that effectively communicated our clients' messages. My attention to detail and ability to work efficiently under pressure allowed me to consistently meet project deadlines and exceed client expectations.

Web & Graphic Designer and Virtual Assistant

The Health Coach Group | Omaha, NE | Mar 2015–Feb 2016

- In my role as a Web and Graphic Designer at The Health Coach Group, I was responsible for creating a wide range of digital marketing materials, including graphics, landing pages, and social media content. I also played a key role in maintaining and updating WordPress websites for clients, ensuring their online presence was up to date and engaging. Additionally, I collaborated with the team to design educational and event materials, contributing to the success of various marketing campaigns.

education.

Bachelor of Art in Studio Art - Graphic Design Concentration

University of Nebraska Omaha | 2014

- Magna Cum Laude, Art History Minor

awards.

GDUSA Awards

- 2024 Digital Design Awards
- 2023 American InHouse Design Awards