

EDUCATION

Parsons School of Design, The New School
Coursework in Infographics & Data Visualization

Massachusetts College of Art & Design
Certificate, Graphic Design

Emerson College
Master of Arts, Publishing & Writing

Trinity College
Bachelor of Arts, Psychology
with concentration in Writing & Rhetoric

SOFTWARE/SKILLS

- + Design tools: InDesign, Illustrator, Photoshop, pencil & paper
- + Wireframing and prototyping tools: Balsamiq, InVision, Marvel
- + Website platforms: Squarespace, Wordpress, various custom CMS
- + Basic HTML/CSS
- + Project management
- + Copyediting/proofreading

EXPERIENCE

Independent Freelance

Graphic Designer | 2014–present

- + Develop logos and branding materials for startups and small businesses
- + Create wireframes, user flows, and mockups for small business websites

Johnson Roberts Associates

Graphic Designer & Marketing Manager | 2017–2020

- + Created visual and editorial content with consistent branding and a cohesive voice
- + Applied and evolved design standards to print and web materials
- + Composed high quality proposals that helped the firm win design work consistently

Tsoi Kobus Design

Marketing Content & Design Manager | 2014–2017

- + Crafted engaging visual stories through use of typography, layout, and graphics
- + Led marketing/design team in logo and branding redesign effort
- + Collaborated with cross-functional teams to build wireframes and user flows for website redesign

The Creative Group

Freelance Graphic Designer | 2013–2014

- + Developed and designed marketing collateral including infographics, booklets, presentations, and proposals
- + Managed and updated creative assets and databases

Circles

Content Specialist | 2010–2012

- + Advised client and developers on site functionality and interface improvements based on user feedback
- + Developed design standards and style guide for training materials, documentation, and reporting

Elsevier Science & Technology Books

Editorial Project Manager | 2008–2010

- + Collaborated with designers on book layouts and cover designs
- + Wrote marketing and back cover copy for front list titles

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