

## Experience

AUGUST 2018 - PRESENT

### Zendrive - Brand Designer of Product - San Francisco, CA

Took lead as designer and creative director of both the Zendrive and Fairmatic website redesigns. Managed and grew brand guidelines, the design system, mobile apps, and user dashboard. Acted as a consultant with Verizon, our biggest B2B partner, to plan new features and provide regular design feedback. Took lead on implementing brand documentation and a road map for the design team. Was a dedicated participant of the Diversity & Inclusion and Leaders in Team Building committees. Reported directly to the VP of Product & Design and mentored the Jr. Designer.

NOVEMBER 2013 - AUGUST 2018

### Iroh Co. - Freelance Brand Designer - Omaha, NE

Owned and operated Iroh Co. as an independent designer. My primary focus was branding, marketing collateral, custom illustration, and web design. I worked closely with clients to create the best design solutions for their business needs.

NOVEMBER 2016 - FEBRUARY 2018

### From Now On - Product Designer - Omaha, NE

Enhanced fan engagement for athletic programs through the FanX white-label app. Worked in tandem with the Product Manager and engineering team to plan and test all aspects of user experience on the app and web portal. Designed and maintained product assets, conceived new features, and wrote specs for dev hand-off. Collaborated with the marketing team to build and maintain FNO brand standards and marketing collateral.

OCTOBER 2014 - NOVEMBER 2016

### Hayneedle - Interactive Designer - Omaha NE

Responsible for brand guidelines, marketing collateral, campaign planning, and digital portals for internal and external use. Worked with photographers at the in-house photo studio to curate interior design sets that showcased our products. Did extensive research and cross functional planning for each seasonal campaign. Worked closely with the copy, marketing and UX/UI team. Provided mentorship for the design intern and production designer.

SUMMER 2014 - OMAHA, NE

### Mutual of Omaha - Visual Design Intern - Omaha, NE

Worked on branding for the Wild Kingdom Youtube series and accompanying brand and marketing assets. Assisted with the planning stages for the branding of Zoofari 2015 with the top zoo in the U.S. - Henry Doorly Zoo. Lead the social media of the company rebrand while coordinating with the UX/UI team for brand cohesion between web and print.

JUNE - OCTOBER 2013

### 83 Design Collective - Design Intern - Omaha, NE

Hands-on client design for print and web. Responsibilities included print and web design deliverables, client meetings, generating new leads, and maintaining relationships.

## Skills

Illustration

Brand Development

Marketing Collateral

Prototyping

Interaction Design

Web/Mobile Design

Consulting

Product Ideation

Campaign Design

Mentorship

Diversity & Inclusion

Project Management

## Education

Creative Center College of Art and Design

Bachelor of Fine Arts in Graphic Design

Associate of Occupational Studies in Graphic Design

## Honors

Iroh Co. - Bronze AIGA Show Award

Mutual of Omaha - Bronze AIGA Show Award

Creative Center - 4 AIGA Show Awards, 2 Addy's