

## EDUCATION

The College of New Jersey, Ewing, NJ  
Bachelor of Fine Arts - Cum Laude, Graphic Design, May 2013

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## SKILLS

Adobe CC - Photoshop, Illustrator, InDesign, After Effects, Premiere Pro, Dreamweaver (HTML,CSS), Autodesk Maya, Word, Powerpoint, Logo Development, Identity Branding, Sketching, Illustration, Digital Image Editing, Video Editing, Motion Graphics, Animation, Web Design, Photography, Color Theory, Typography, 3D Modeling, Fully capable on Mac & PC

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## DESIGN EXPERIENCE

### March 2018 - Present

Senior Graphic Designer / Multimedia Designer, Gazelle Group. Princeton, NJ

- Crafted logos and brand identities for College Basketball events such as the 2K Empire Classic, Legends Classic, Gotham Classic, and more
- Designed digital marketing campaigns, consumer eblasts, and collateral for social channels
- Created TV commercials and promo videos for web and social. Directed event videography, photography, and voice over talent for videos
- Developed websites for new events and modernized existing event sites
- Created print/digital event signage for use in Madison Square Garden, Barclays Center, Capital One Arena, Cameron Indoor Stadium (Duke), Carrier Dome (Syracuse), and more
- Designed tournament programs, posters, t-shirts, championship banners, etc.
- Developed sales flyers, sponsored event logo mock-ups, and sponsorship recap presentations

### July 2014 - March 2018

Graphic Designer and Marketing Assistant, Nambe. Woodbridge, NJ

- Solely responsible for entire graphics department, managed all projects start to finish
- Designed digital collateral for Nambe's social media channels and highly frequent direct-to-consumer eblasts. Created digital ads and interactive Nambe brand pages for large customers' websites such as Macy's and Bed Bath & Beyond
- Redesigned packaging for full-line of products as well as Gourmet and Holiday sub-brands
- Created 65th Anniversary logo, managed its integration into multiple marketing initiatives
- Designed consumer catalogs & brochures for nationwide distribution
- Directed product photography shoots

### June 2013 - June 2014

Contract Graphic Designer, Various Companies and Organizations.

- Developed print/digital collateral, identity branding, web pages, presentation decks, etc.

### May 2012 - August 2012

Creative Intern, New Jersey Devils/Prudential Center. Newark, NJ

- Designed a series of desktop wallpapers, web ads, and sponsorship photo mock-ups
- Participated in marketing brainstorming meetings, produced logos for Devils' street marketing team, women's fan club, and youth hockey camp coached by alumni

### May 2012 - August 2012

Production Intern for Marvel Entertainment Inc. New York, NY

- Designed new logo concepts for the relaunch of "Thunderbolts"