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PROFESSIONAL EXPERIENCE

## FIFTH HAMMER BREWING CO.

### LEAD DESIGNER

2021 - Present

- » Lead the implementation of **graphic design, layout, and illustration** of packaging labels for print.
- » Manage and execute **rebranding of Fifth Hammer Brewing co.** to increase brand awareness and cohesion across products to increase sales and notability with client base.
- » Research merchandise design for refurring and popular products with customer base.
- » **Collaboration** with various breweries such as **Sam Adams**, 18th Ward, Meier's Creek, **KCBC**, Hopsteiner,

## NF&CO - ADVERTISING

### LEAD DESIGNER & VIDEO EDITOR

2020 - 2021

- » Lead media campaigns for clients in eCommerce, Consumer Packaged Goods, and Hardware, as well as Beauty Industry to **increase customer sales** and revenue by **21%**
- » Researched and managed incoming clients along with analytics specialists to **produce design strategies**.
- » Assessed incoming photo and video assets, and **communicated with clients** for campaign creation and implementation.

**CLIENTS:** Ten Little, Greenwood Bank, Cityrow Go, Ghost, Peloton, Birchbox

## MAMMOTH ADVERTISING

### MOTION DESIGNER & VIDEO EDITOR

2019 - 2020

- » Implemented various **social media advertising** designs for clients in the Entertainment Industry, utilizing skills in video editing, motion graphics, audio editing, and vfx.
- » **Research into AR technologies** for advertising, including prototypes.
- » Worked on **print and poster design** for entertainment industry clients.
- » Managed workflow and production of the design team on multiple occasions

**CLIENTS:** Disney, ABC, Broadway, HBO, Lifetime, TNT, NFL

## CRISP MOBILE - QUOTIENT TECHNOLOGIES

### MOBILE ADVERTISING DESIGNER

2016 - 2018

- » Created designs for mobile advertising using **new technologies for mobile devices** leading to new ads and an increase in sales.
- » Communicated directly with clients in conjunction with sales, analytics, and development teams for **large scale campaign** management and implementation.
- » **Lead the production** and animation of a long-form video, which **assisted with the acquisition** of Crisp by Quotient Technologies.

**CLIENTS:** Coca-Cola, CVS, Nickelodeon, Dunkin Donuts, NFL, Unilever

## BELLESE TECHNOLOGIES

### FREELANCE UI/UX DESIGN CONSULTANT

2015 - 2016

- » Collaborated with developers to create user workflows and systems for web-based **Agile Project Management** systems.
- » Daily responsibilities included **wireframe** creation, **front end development**, **user research**, and ADA compliance coordination.

**CLIENTS:** Private and Government contracts

ILLUSTRATOR • MOTION GRAPHICS DESIGNER • DESIGN LEAD

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EDUCATION & AWARDS

## ROCHESTER INSTITUTE OF TECHNOLOGY

### BACHELORS IN FINE ARTS

Majored in New Media Design  
Concentration in Literature and Cultural Studies

## ADOBE ACHIEVEMENT AWARD

### SEMI-FINALIST

Interactive Mirror Technology  
Showcased at Imagine RIT - Innovation Festival

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ADDITIONAL SKILLS

## PROGRAMS

- » Proficient in **Adobe Creative Suite** incl. After Effects, Photoshop, Illustrator, Premiere, InDesign
- » Proficient in **2D animation software** incl. Spline pro, After Effects
- » **3D modeling** programs incl. Blender, Cinema 4D
- » Experience with the development and workflow of **Agile Project Management Software**

## ADDITIONAL SKILLS

- » Sharp eye for detail and strong organizational skills in a fast-paced environment.
- » Experience producing **high quality illustrations** for print and web products, as well as **animating 2D** imagery
- » Background in **UI/UX Design** for Mobile and Web Design
- » Strong **communication** and **writing** skills

## PUBLISHED MATERIALS

- » **Published Illustrations** in various limited release zines
- » Published Illustrations in third party run **Dungeons & Dragons** books and materials

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HOBBIES

## RESIDENT ARCH-NERD

- » Organizing and running Dungeons & Dragons games (and sometimes playing)
- » Character design for all sorts of media
- » Exploring breweries in various states and countries
- » Curating and creating Tiktok content for Artists and D&D nerds