



DESIGNER | ART DIRECTOR | ILLUSTRATOR

Multimedia designer and creative lead living the dream in the Denver area. Possess multitude of skills such as package design, editorial design, logo design, animation, advertising, poster design, art directing and branding. Graduated from Iowa State University with Bachelor of Fine Arts in Graphic Design in May of 2017. Very passionate about design and love giving projects beauty and life.

AREAS OF EXPERTISE

Graphic Design | Consumer Packaged Goods | Advertising | Packaging | Typography | Branding | Layout Design | Creative Direction | Visual Storytelling | Color Theory | Illustration Techniques | Motion Graphics | Presentation Design | Landing Page Design

PROFESSIONAL EXPERIENCE

The Hershey Company, Broomfield, Colorado

May 2023 - October 2024

Associate Design Manager

Led/art directed brand identities and visual standards for Better For You protein brands (ONE Brands & FULFIL Nutrition Protein Bars).

- Managed communication with key stakeholders, in-house designers and external agencies.
- Designed clear, precise and aesthetically pleasing packaging for ONE Brands & FULFIL Nutrition Protein Bars, increasing brand awareness, improving packaging communication and increasing consumer purchase rates.

ONE Brands (The Hershey Company), Boulder, Colorado

February 2022 - May 2023

Sr. Graphic Designer

Designed and led production for clear, precise and aesthetically pleasing packaging for ONE Brands & FULFIL Nutrition Protein Bars.

- Managed communication with key stakeholders, in-house designers and external agencies.
- Designed various marketing items such as customer relationship management emails, both print and digital advertising, displays, swag, etc., to help increase brand awareness, grow consumer following and increasing product purchase rates.

ONE Brands (The Hershey Company), Boulder, Colorado

March 2020 - February 2022

Graphic Designer

Designed and finalized clear, precise and aesthetically pleasing packaging for ONE Brands & FULFIL Nutrition Protein Bars.

- Designed various marketing items such as customer relationship management emails, both print and digital advertising, displays, swag, etc., to help increase brand awareness, grow consumer following and increasing product purchase rates.

Sanitas Skincare, Louisville, Colorado

June 2019 - March 2020

Graphic Designer

Designed and finalized clear, precise and aesthetically pleasing packaging for Sanitas Skincare products.

- Designed various marketing items such as promo cards, postcards, point of sale, point of purchase, etc., increasing brand awareness and consumer purchase rates.

The Meyocks Group, West Des Moines, Iowa

May 2017 - May 2019

Art Director

Designed clear, precise and aesthetically pleasing packaging for Hy-Vee products from concept to completion for print.

- Created advertising, annual reports, presentations and other marketing items for other agency's clients such as Delta Dental, Farm Credit and AgriLabs growing brand awareness and effectiveness.

College of Human Sciences | Iowa State University, Ames, Iowa

May 2016 - May 2017

Graphic Designer

Designed several pieces such as magazines, icons, logos, posters, annual reports, pamphlets and brochures improving communications to students and staff.

EDUCATION

Bachelor of Fine Arts in Graphic Design

Iowa State University

Dean's List

TECHNICAL SKILLS

Illustrator | Photoshop | InDesign | After Effects | Microsoft Office Suite | Keynote