

## CONTACT ME

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## EDUCATION

### Digital Marketing

Temple University

Class of 2020

### Graphic Design

Cabrini University

Class of 2014

## SKILLS

### +PROFESSIONAL

Microsoft Word

Excel

PowerPoint

Mail Chimp

Google Analytics

Tableau

Hootsuite

### +Design

Adobe CC

Sketch

Figma

Wordpress

CSS/HTML

Ceros

Framer

WordPress

HTML/CSS

Responsive design,

Accessibility standards

Design Systems



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## PROFESSIONAL STATEMENT

Experienced and versatile Designer with 10+ years in visual communication, brand strategy, and UI/UX design. Proven expertise delivering multi-channel design solutions across healthcare, tech, and SaaS industries. Strong collaborator with a strategic mindset, blending creativity with data-driven insights. Master's degree in Digital Marketing with a foundation in Graphic Design.

## WORK EXPERIENCE

### UHS - King of Prussia, Pa

*Senior Digital Designer: June 2025 - Present*

- Create digital assets for web, email, and social that follow brand and accessibility standards.
- Design landing pages, UI components, and campaign materials that support system-wide marketing goals.
- Manage a high-volume project load with consistent accuracy and quality.
- Mentor junior designers and support workflow improvements.
- Refine digital templates and design systems to streamline team output.

*Senior Graphic Designer: 2023 - June 2025*

- Lead designer for national healthcare branding and marketing initiatives.
- Created digital campaigns including display ads, social graphics, and website visuals
- Designed scalable templates for consistent multi-location branding
- Collaborated with internal teams and vendors to ensure digital output met high accessibility and print standards

### Freelance - Boathouse Sports | Dagger.io | Ten7 Brewing Company | DecideWise

*Graphic Designer: 2014 - Present*

Partnered with small businesses and startups on full-stack brand and digital experiences.

- Delivered responsive websites, digital ads, and ecommerce UX audits
- Produced packaging, editorial, and marketing assets with a focus on visual storytelling
- Implemented interactive content using Ceros and Framer

### TigerGraph - Remote

*Visual Marketing Designer: 2022 - 2023*

Spearheaded digital design for global marketing and web development.

- Revamped corporate site architecture and design to improve engagement utilizing elementor in Wordpress
- Developed internal and external visual communications including product explainers, video graphics, and web assets

### Nuix - Conshohocken, Pa

*Graphic Designer: 2018 - 2022*

Owned the visual overhaul of the Nuix corporate website and core design systems.

- Designed landing pages, social assets, and interactive digital reports
- Collaborated with developers to align UI design with UX best practices
- Led creative direction for B2B event campaigns and digital advertising
- Implemented interactive content using Ceros

### Graphic Designer | Real Estate

HFF - Philadelphia, PA | 2016 - 2017 | CBRE - Washington, D.C. | 2015 - 2016

Provided digital and print support for real estate marketing.

- Created interactive pitch decks, email campaigns, and data visualization
- Integrated branded infographics and digital presentations into proposals