

Work Experience

Graphic Designer

Brybelly Holdings, Inc. / Mar 2021–Mar 2023

- Developed product and packaging designs/structures that became top sellers across both digital and physical marketplaces.
- Produced e-commerce and event marketing materials that contributed to an increased amount of consumer sales and brand partnerships.
- Built a solid foundation of materials and manufacturing processes knowledge to ensure quality results, efficiency, and a satisfactory end consumer appeal.

Collectible Avatar Designer

Reddit Inc. / Apr 2022–Oct 2022

- Conceptualized and designed six unique, customizable avatars for both the launch and second round of Reddit Collectible Avatars according to technical brand guides.
- Generated over \$300,000 in revenue across initial shop sales and secondary sales via user purchases of the avatars.
- Contributed to the success and scale of the project by offering market/user insight and helping refine the avatar creation process.

Graphic Design Intern

IndyHub / May 2019–Aug 2019

- Worked with the creative director to establish the desired design direction of each project and refine the brand guide.
- Created a wide variety of social media, web, poster, and banner designs with unique but brand-aligned styles.
- Developed strong composition skills through the process of laying out event programs, sponsor/donor lists, and Indianapolis city guide books.

Education

Butler University (Dec. 2020)

- Major: Creative Media & Entertainment
- Minor: Strategic Communications

Toolbox



Skills

- Packaging design
- Identity design
- Layout design
- Logo design
- Web design
- 3D modeling