

DESIGNER

Drawing on my multi-disciplinary background, I have a creative and strategic approach to design with an emphasis on the human experience.

STRENGTHS

- + Industrial Design
- + Visual Design
- + Color Design
- + Design Strategy & Process
- + Human Centered Design
- + Brand & Product Strategy
- + Research and Development
- + Team Leadership
- + Product Development

EDUCATION**PRATT INSTITUTE****MASTERS OF INDUSTRIAL DESIGN
BROOKLYN, NY 2009–2012**

Masters thesis, Voice, explored how design fosters critical engagement and promotes agency.

SMITH COLLEGE**BACHELORS OF ARTS,
GOVERNMENT MAJOR
NORTHAMPTON, MA, 2000–2004**

Focus in American government, public policy & civic engagement.

**HARVARD UNIVERSITY
EXTENSION SCHOOL****CAMBRIDGE, MA, 2005–2007**

Completed courses in web design, interactive design and book design.

SKILLS**COMPUTER****HIGHLY SKILLED**

- + Adobe Creative Suite
- + Solidworks
- + Keyshot
- + All typical Mac and PC software

FAMILIARITY

- + Rhino
- + HTML/CSS
- + JQuery
- + Processing

OTHER

- + Prototyping
- + Woodworking
- + Pattern making & Sewing

EXPERIENCE**VSP/MARCHON SENIOR COLOR DESIGNER****08/2016–PRESENT (NYC)**

Lead designer for color strategy and design for all Marchon performance brands (Nike, Dragon, Columbia) and The Shop, VSP Global's research and innovation lab.

- + Design and strategize color to create distinct brand relevant voices for all product lines within the performance eyewear category.
- + Elevate color design to be an integrated part of a robust industrial design process that considers materiality and functionality as well as trend and aesthetic.
- + Research, evaluate, and apply new materials and color techniques and technology to create product that highly functional, and highly covetable.
- + Conduct user research to understand the impact of product color from functional and aesthetic points of view.
- + Led design direction for Level, a eyewear/technology brand launched in Aug 2016. Guided a team of designers and contractors to design the product, interface, packaging and branding in a emerging product category.
- + Build collaborations between the performance brand team and long-term innovation team for the result of richer insights into our consumers and products.

COLOR SPECIALIST**11/2012–07/2016 (NYC)**

Color design from concept to launch for all Marchon performance brands (Nike, Dragon, Columbia).

- + Designed and launched long-term and seasonal color strategies across multiple brands and product categories averaging over 700 SKUs per year.
- + Designed color for high-profile product including the 2016 Rio Olympics.
- + Presented color design concepts to brand leaders and executives.
- + Managed color development directly with vendors
- + Established and maintained an archive of all materials and color palettes.

FREELANCE VISUAL DESIGNER**06/2009-PRESENT (NYC)**

Visual design of branding, print, web, and social media.

- + Branding materials for launch of Sichte Studio, an architectural lighting studio.
- + Packaging design for Slope Bags, a Brooklyn based lifestyle company.
- + Social media graphics for Intel (as contractor with Noise NY)
- + Re-brand and establishment of new web presence for Lumen Architecture.

PENTAGRAM INTERN**12/2011-08/2012 (NYC)**

Research and development of digital signage in challenging environments.

KNOLL INTERN**09/2010-01/2012 (NYC)**

Assisted with the design of Knoll showrooms, exhibits, and trade shows.

NANNY**01/2007-08/2009 (BOSTON)**

Full-time caregiver to twins from infancy–3 years.

HARVARD RESEARCH TRAINING SPECIALIST**01/2006-12/2006 (BOSTON)**

Administered internal funding awards. Coordinated grants administration training program. Continued Office Manager responsibilities.

OFFICE MANAGER**07/2004-12/2005 (BOSTON)**

Managed day to day operations of 15 person office that administered all research grants for Harvard Medical School. Designed and maintained department website.

EXPERIENCE (CONT.)**STRUBLE MEDIA ASSISTANT TO KARL STRUBLE**

06/2002-12/2002 (WASH. DC)

Assisted the president of firm and participated in nearly all aspects of a successful political media campaigns, with a focus on Democratic Congressional campaigns.

JOWONIO SCHOOL ASSISTANT TEACHER

01/2003-06/2003 (SYRACUSE)

Co-led a learning environment for 16 pre-schoolers with a wide range of learning, social, and physical abilities.

KATE O'CONNELL FOR MAYOR PRESS COORDINATOR

06/2001-09/2001 (SYRACUSE)

Developed and oversaw free press and paid media strategies. Conducted research on pertinent issues and opponents.

SPECIAL PROJECTS**DIS FURNITURE EXHIBIT****CPH CHAIR**

COPENHAGEN, 2011

Designed and built chair following summer long intensive study of Scandinavian furniture craft and tradition.

CAPPELLINI**FURNITURE DESIGN**

2011

With guidance from Cappellini, design and built bookshelf that explores balance and tension.

SIMON PEARCE**RETAIL DESIGN CONCEPTS**

2010

Worked collaboratively to develop retail store and marketing recommendations.

COLGATE-PALMOLIVE**PRODUCT DESIGN CONCEPTS**

2010

Researched and conceptualized new mouthwash user experiences.

LIVING LAB**FURNITURE DESIGN**

2010

Designed & built dorm furniture using old dorm furniture as raw material.

EXHIBITIONS + PRESS**FRAME MAGAZINE****GRADUATION WORK: GET CRITICAL**

NOV-DEC 2012

Featured aspects of graduate thesis work.

WANTED DESIGN**POP-UP FACTORY**

NYC, MAY 2012

Contributed branding, graphic, and exhibit design to Pop-Up Factory. Exhibited during NYC Design Week.

MODEL CITIZENS**CPH CHAIR**

NYC, MAY 2012

Designed and built chair. Exhibited during NYC Design Week.

PEOPLE AND THINGS**PRATT MID THESIS SHOW**

BROOKLYN, NY, MAY 2012

Thesis, Voice, exhibited. Contributed branding, print and web design to the event.

DIS FURNITURE EXHIBIT**CPH CHAIR**

COPENHAGEN + BROOKLYN, 2011

Designed and built chair following summer long intensive study of Scandinavian furniture craft and tradition.