

**DESIGNER**

Cross-functional designer with expertise in design strategy and creative direction. I aim to delight and inspire people by creating products and experiences with a clear point of view.

**STRENGTHS**

- + Industrial Design
- + Visual Design
- + Color Design (CMF)
- + 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
- + Sketch
- + All typical Mac/PC/cloud software

**FAMILIARITY**

- + Rhino
- + HTML/CSS
- + 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.

- + Strategize color and creative direction to create distinct brand relevant voices for all product lines within the performance eyewear category.
- + Built color design to be an integrated part of a robust industrial design process that considers materiality and functionality equally with trend and aesthetic.
- + Train and mentor associate designers in color design and execution.
- + Creative direction for Level, an eyewear/technology concept launched in Aug 2016. Led design of the product, interface, packaging and branding for a cohesive experience in an emerging product category.
- + Research, evaluate, prototype, and apply new materials techniques and technology to create new products that are highly functional and desirable.
- + Build collaborative relationships with outside partners with goal of discovering new and progressive approaches to design challenges.
- + Research user experiences and synthesize into usable design insights.
- + Advocate for partnerships between designers and low-vision/blind community.

**COLOR SPECIALIST**

11/2012–07/2016 (NYC)

Color design from concept to launch for all Marchon performance brands.

- + 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, executives, and licensors.
- + Managed color development directly with vendors
- + Established and maintained an archive of all materials and color palettes.

**FREELANCE**

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 assistant.

**KNOLL**

INTERN

09/2010-01/2012 (NYC)

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

**NANNY**

01/2007-08/2009 (NYC)

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.

**OFFICE MANAGER**

07/2004-12/2005 (BOSTON)

Managed day to day operations of 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.