

## Experience

# GRAPHIC DESIGNER

Fashion Project  
 Boston, MA | 2013-2015

### PRIMARY RESPONSIBILITIES:

#### Design Homepage Content + Email Marketing Materials

Boutique-specific assets and promotional materials such as: homepage assets, landing pages, marketing emails, retargeting ads, and social media assets.

#### Design Donation Materials

Donate-specific assets such as: brochures, in-store signage, donation bins, standees informational booklets, and direct mail.

### COLLABORATIONS:

**Merchandising Team** to schedule boutique launches that would create engaging and visually captivating homepage content while enhancing the overall site experience.

**Marketing + Customer Service Team** to ensure our content was on brand and continuously engaging to our audience.

**Photography Team** to create unique imagery for each boutique.

# GRAPHIC DESIGNER

Commercial Distributing Co  
 Westfield, MA | 2011-2013

### PRIMARY RESPONSIBILITY:

#### Promotional Signage

I worked directly with 100+ accounts to create custom signage. I handled the design, print, assembly and shipment of all materials.

#### Types of Signage

Custom banners for store fronts and events, internal and external promotional advertisements, and food and drink menus. Various materials were used when printing and assembling signage.

# PHOTOGRAPHER

Grynn & Barrett Studios  
 Holyoke, MA | 2006-2011

### PRIMARY RESPONSIBILITY:

#### Portrait + Fashion Photography

I was responsible for all aspects of the session including: setting up equipment and studio spaces, making sure the client was styled immaculately throughout their session, and guiding the client into different poses while capturing the perfect imagery.

### OFF SEASON:

**Brainstorm with Photographers + Upper Management** during the off-season, to ensure the studio had the most cutting edge equipment and was freshly designed for the upcoming season.

## Education

### STARTUP INSTITUTE

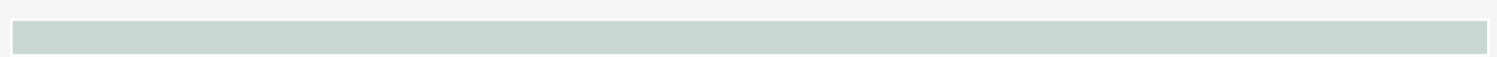
Web design + Intro to Coding  
 Boston | 2015

### HOLYOKE COMMUNITY COLLEGE

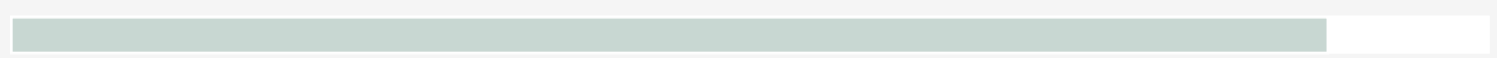
Digital Photography  
 Holyoke | 2004-2006

## Skills + Qualities

Adobe Photoshop



Adobe Illustrator



Adobe InDesign



Adobe Bridge



Mac and PC OS



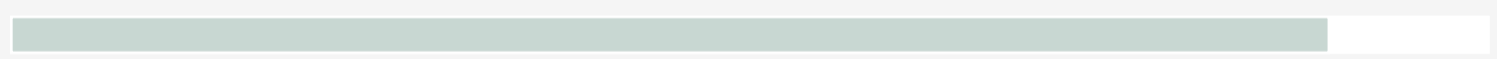
Graphic Design



UI Design



Web Design



Print Design



### PROFESSIONAL QUALITIES:

Detail oriented with experience in layout design  
 Great under pressure and able meet tight deadlines  
 Years of experience in a fast paced studio setting  
 Trained in color theory, typography and textiles  
 Ability to thrive in groups or work alone

### PERSONAL QUALITIES:

Highly creative and quirky personality  
 Positive, ambitious and courageous  
 Lover of cats; especially Tacocannon  
 Inspired by: fashion and interior design  
 Curious and eager to travel the world

## Contact Me

### PORTFOLIO

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### LET'S GET SOCIAL



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**THANK YOU  
 FOR LOOKING!**