



Experience

Yelp | Graphic Designer

Feb 2015 – Present

- Concept and design original campaigns across print, web, and social media channels for consumer and B2B marketing
- Execute 10+ active projects with multiple deliverables on a weekly basis, communicating and managing feedback with 160 international community marketing managers
- Research design trends and localize marketing materials for unique target audiences across each of Yelp's local markets
- Lead internal creative team initiatives such as the in-house agency's portfolio website, collaboration on brand strategy and guidelines, and internal email newsletters to improve creative process and communication with cross-functional teams
- Notable Projects and campaigns include:
 - Yelp's Brand Guidelines
 - Top 100 Places to Eat branding and social media campaign
 - 2016 Nielsen Infographic, visualizing Yelp Sales Data for Business Owners

Freelance Designer

Dec 2014 – Feb 2015

- Concepted web and marketing material for MyShower products for launch in Target stores
- Designed packaging, web and print material for related product MyBotto

iNVASIVECODE | UI Designer

Jun 2014 – Dec 2014

- Lead courses for rapid prototyping in XCode and Keynote for Enterprise Trainings in Silicon Valley
- Regularly wireframed, designed and prototyped iOS apps

Skills

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|------------------------|-------------------------------|-------------------|--------------|
| • Adobe Creative Suite | • Microsoft Office | • HTML and CSS | • Processing |
| • Adobe After Effects | • Google Drive | • iOS Development | • Fontlab |
| • Adobe Premiere | • XCode Storyboard | • Adobe Audition | |
| • Sketch | • Rapid prototyping | • Cinema 4D | |
| • Digital Photography | • User flow and storyboarding | • Wordpress | |

Education

California College of the Arts

Sept 2012 – Dec 2014

BFA, Graphic Design

Santa Fe College

Aug 2010 – May 2012

AS, Digital Media Technology

Achievements

- Lead Yelp's participation in SF Design Week
- TechRaking7 Design Sprint Winner 2014
- Wheel Well Design Sprint Runner-Up 2013
- Silver Student Addy Award Winner 2012
- President, AIGA Student Group at CCA