

## About

### INTRO

I've been immersed in graphic design for 10+ years. Starting in print design, I overlapped into visual design, working closely with UX and content teams on desktop and mobile web. I have an extensive background in pharma and healthcare, but I am open to exploring beyond that!

### SKILLS

Adobe Creative Suite

### EDUCATION

#### Massachusetts College of Art & Design

*Graphic Design program, BFA*

Departmental Honors, 2003

**2000 – 2003**

#### New England School of Art & Design

*Graphic Design program*

Dean's High Honor, 2000

**1999 – 2000**

## Experience

### NUANCE COMMUNICATION

*Computer software for speech applications*

#### Graphic Designer (contract)

**April 2016 – current**

Designing infographics and presentations based around speech applications; partnering with UX team as a visual designer for design overhaul of a product website.

### CVS HEALTH

*Pharmaceuticals*

#### Visual Designer

**April 2015 – March 2016**

Responsible for integrating a new brand style into CVS properties (Caremark and Specialty Pharmacy). Worked with UX team to create a better online experience through improved visuals:

- At Caremark.com, worked on a piloted feature that allowed members to sign up before their health insurance's effective date. The improved experience succeeded in more registrations.
- At CVSSpecialty.com, redesigned registration for opting into online prescription management. Online refills and site traffic were all significantly elevated.

### CAMBRIDGE BIOMARKETING

*Orphan disease-focused pharma + biotech marketing*

#### Senior Art Director

**September 2013 – April 2015**

Oversaw promotional and patient support material for RAVICTI®, a drug treating a rare genetic disorder. Met with rare disease patients and caretakers and incorporated their stories into pharma communication.

#### Art Director

**May 2012 – September 2013**

Created pitch concepts related to rare disease awareness and drug marketing. Assisted in U.S. market launch of RAVICTI® under strict FDA guidance and deadlines.

### HARGER HOWE & WALSH

*Recruitment marketing and advertising*

#### Graphic Designer

**November 2005 – April 2012**

Developed material for recruitment advertising, employee referral programs, employee retention programs, and job fairs. Designed ads for weekly and monthly publications. Created direct mail pieces, outdoor advertising, and brochures.

### FREELANCE

#### Dover Publications

*Publishing*

**November 2003 – November 2006**

Designed art image collection books, paperback covers, language CDs, and children's activity books and kits.

#### Trinity Communications

*Marketing consultancy and communication*

**February 2005 – May 2005**

Production work on annual reports, ads, and brochures for finance industry including Thomson & Reuters, Fidelity Investments, and Liberty Mutual.

#### White Rhino Productions

*Strategic marketing*

**July 2004 – August 2004**

Production work for HistoryShots, an AIGA award-winning informational graphics company. Work featured on Apartment Therapy, a popular decor & lifestyle blog.