

## EXPERIENCE

### GRAPHIC DESIGNER III ASSOCIATE

LS3P Associates | 2024 - Present

- Conducted contextual research on brand identity, circulation patterns, site history, demographics, and sustainable impacts to inform conceptual design and establish unifying project goals.
- Facilitated visual exploration workshops based on research findings to guide stakeholders in discovering themes, visuals, and materials, ensuring alignment throughout the project.
- Collaborated with Experiential Graphic Design Leader and internal teams across 10+ industry sectors to solve design challenges through evolving conceptual designs, detail studies, and client reviews, aligning visuals with functional needs and presenting cohesive design narratives to clients.
- Utilized storytelling, wayfinding, placemaking, and illustration methodologies to translate narrative concepts into compelling 2D and 3D immersive spaces across exhibits, print, identity, and multimedia formats.
- Fostered open communication with internal teams, clients, and third-party fabricators to ensure a seamless and integrated design process that realizes engaging, intuitive, inclusive, and sustainable concepts within the built environment.

### GRAPHIC DESIGNER III ASSOCIATE

LS3P Associates | 2021 - 2023

- Orchestrated visual identity optimization for a 500-person firm across 10+ industry sectors, developing workflow tools and materials, including 50+ marketing templates, 100+ digital and print assets, and 15 internal marks.
- Developed visual identity style guides and conducted firm-wide trainings to ensure brand integrity and streamline design processes.
- Served as lead graphic designer for 5 client-facing brand identity projects, directed conceptual development, client reviews, and final deliverables.
- Provided marketing and experiential graphic design production support, managing multiple projects simultaneously to meet deadlines.

### MARKETING COORDINATOR

LS3P Associates | 2020

- Oversaw all internal and external marketing endeavors for a team of 45 architectural and support staff, emphasizing new business acquisition through innovative marketing strategies and building local brand awareness.
- Directed internal teams of varying seniority levels to develop cohesive storylines and graphics for client presentations, interviews, and proposals tailored to each client's unique requirements.
- Elected chapter co-chair of the emerging professionals group, driving professional development initiatives, team building activities, and enhancing firm-wide resource accessibility at the local level to foster a positive and inclusive office culture.
- Contributed to firmwide efforts in graphic design, video production, and experiential graphic design.

### GRAPHIC DESIGNER I

Catapult[13] Creative Studio | 2019 - 2020

- Collaborated closely with Project Managers of 5+ projects at a time to develop creative solutions aligned with project goals.
- Leveraged illustration expertise to advance designs across various touchpoints, including interactive brand launches, print and digital campaigns.
- Visualized and presented high-level concepts to creative decision makers to ensure alignment and consensus throughout the design process.

### GRAPHIC DESIGNER

Foxtrot Creative Studio | 2019

- Spearheaded branding initiatives for 50+ businesses, crafting brand identity packages, logo suites, and strategic projects to elevate client's visual identities and facilitated client design support, guiding them from initial consultation to execution.
- Acquired proficiency in preparing high-quality print files for large scale printers to optimize equipment performance, and print quality.

## PROGRAMS

Adobe Creative Suite *Illustrator, InDesign, Photoshop* | Google Workspace | Microsoft Office Suite | Revit | Figma | SketchUp

## EDUCATION

Flagler College Bachelor of Arts *Class of 2019* Graphic Design with Minors in Advertising + Fine Arts | Lorenzo De Medici Institute, Florence Italy *Fall 2017* - Graphic Design, Photography, Italian Language and Fashion Illustration.

## COMMUNITY

Society of Experiential Graphic Design (SEGD) *Member 2023 - Present* | SEG D Racial Justice Commission (RJC) *Member 2023 - Present* | American Institute of Graphic Design (AIGA) *Member 2019 - Present* | AIGA Jacksonville Chapter *Programming Chair-Elect 2023 - 2024* | Society for Marketing Professional Services (SMPS) *Member 2020 - 2023* | SMPS Jacksonville Chapter *Communications Chair-Elect 2022 - 2023* | University of Florida Health *Annual Gala 2022 - 2023* - Lead Graphic Designer | Cultural Council of Greater Jacksonville *2021 - 2023* - Graphic Design Volunteer | Build Up Jacksonville *2022 - 2023* - Graphic Design Volunteer | Mayoral Transition: Parks and Recreation Committee *2023* - Graphic Design Volunteer

## SPEAKING

Institute of Graphic Design (AIGA) *Flagler College Design Week* - "The Role of a Graphic Designer" | SMPS Jacksonville Chapter *Training Series* - "So you want to hit print?" | LS3P Associates *Human Scale Podcast* - "A Graphic Conversation"