

## Highlights for Children

Digital Designer

June 2019 - Present

### 2021 to Present: Branding, Digital, & Concept Design Focus

- Create seasonal style guides utilized by entire design team as direction across all channels
- Produce hundreds of product images per month for Highlights' website and Amazon presence, including photo selection, retouching, & designing to best represent the product
- Assist in photoshoot direction of hundreds of product flat-lays and child on-figure shots
- Design large volumes of "Amazon A+" content to offer customers product deep-dives
- Developed the design concept for a weekly email newsletter series, "Fun with a Purpose", and continue to execute the sends, balancing parent articles, activities for kids, and ecommerce promotions
- Spearheaded the digital launch of brainPLAY magazine by developing the concept for plus fully executing dozens of launch email assets, which then influenced the remainder of all launch assets by colleagues

### 2019 to 2021: Email, Web, & Paid Ad Design Focus

- Designed and coded up to a dozen promotional emails per week that were delivered to over one million recipients and served as the company's largest stream of revenue
- Built Highlights' paid social media presence from the ground up and created some of the brand's highest-performing social media ads to date
- Created numerous web assets for Highlights.com weekly to showcase products & promote sales

## Big Red Rooster

Design Intern

Oct 2018 - May 2019

- Designed in-store & environmental graphics such as signage, menu boards, and end caps
- Adhered to brand guidelines for a variety of high-profile clients ranging from Aldi grocery stores, AmEx airport lounges, Firehouse Subs restaurants, luxury bicycle stores, and more

## Miami University

Social Media Associate

Sept 2016 - May 2018

- Conceptualized and executed digital content for Miami Student Life's social media accounts
- Relayed important information from the university to followers using concise, digestible visuals
- Boosted engagement, follower count, & visibility via relevant & consistent social media content

## McGuffin Creative Group

Design Intern

May 2017 - July 2017

- Assisted with branding design for clients ranging from non-profits to trading companies
- Led a T-shirt giveaway by designing a shirt, its packaging and tags, and corresponding direct mailers, e-mails, and webpages
- Advanced McGuffin's social media presence by creating posts such as a festival guide and an "office hacks" video series

## Education:

Miami University

Oxford, OH

Graduated 2018

- Completed a Bachelor of Fine Arts in Graphic Design and a Minor in Art & Architecture History
- Pursued a design focus track in Perception & Cognition to better understand consumer behavior and human psychology
- Earned Miami University President's List (4.0 GPA), Miami University Dean's List, Tara Savage Art Supplement Award, L.B. & W.A. Hermann Scholarship, and RedHawk Excellence Scholarship
- Participated in extracurricular programs including Opening Minds Through Art (an art program with Alzheimer's & dementia patients), AIGA, Breast Cancer Awareness & Education, and Zeta Tau Alpha