

EXECUTIVE SUMMARY

Visual Design Specialist with 10+ years of experience adeptly driving design strategy, collaboration, and trend integration across diverse sectors. Proven track record in impactful cross-functional initiatives, fostering brand engagement and strategic innovation.

FUNCTIONAL EXPERTISE

- Design Strategy
- Cross-Team Collaboration
- Visual Storytelling
- Trend Integration
- Product Integration
- UX Leadership

FUNCTIONAL EXPERTISE DEMONSTRATED

Deloitte Digital

July 2019 - Current

A Government Design Studio at Deloitte Digital, aiding government sectors in innovative strategies and transformative digital solutions. A team consisting of over 17,000 creatives across 48 studios spearheading digital innovation and transformation. This cross-disciplinary team converges design, technology, and strategy to architect client-centric, impactful solutions that have contributed significantly to generating approximately \$50.2 billion in revenues. Collaborating closely with esteemed clients and partners in Government, Health, and Education sectors, focusing on innovation, user-centric design, and strategic collaboration. Instrumental in empowering government entities to adeptly navigate digital disruptions.

Visual Designer

Drives client success and fosters positive relationships within dynamic team environments.

- **Design Strategy:** Creates engaging graphics for in-person and virtual marketing events, incorporating specific client choices into designs, enhancing communication efficacy. E.g. developed and launched graphics for campaigns such as Cybersecurity Awareness Month for a high profile defense client, Created recruiting brochures to raise awareness of DEI programs for students in Cybersecurity. Creating 100+ graphics and 7+ brochures.
- **Cross-Team Collaboration:** Fostered strong relationships with, addressing client concerns proactively, and managed challenging clients with patience. Delivered impactful presentations to diverse stakeholders, engaging audiences of 50+ during client calls, effectively communicating design concepts and strategies.
- **Visual Storytelling:** Excelled in graphic design, aligned graphics with Deloitte's client needs, and demonstrated flexibility in creative solutions. Designed graphics for 16+ government agencies, reaching over 100,000 citizens
- **Trend Integration:** Led market intelligence gathering for 15 diverse teams, channeling insights into innovative graphic designs and fostering constructive product discussions. Helped created a strategy deck for the Deloitte Insights Team resulting in visually appealing outputs aligned with evolving consumer preferences.

Georgetown University McDonough School of Business

May 2015 – July 2019

A leading institution in education and innovation .A dynamic team of 1,469 employees driving strategic growth and brand elevation. orchestrating innovative marketing campaigns and initiatives, and programs that help the university generate \$253.7M in revenues. employing cutting-edge strategies that amplify the school's global presence and engagement on media outlets like Fortune, Fast Company, Financial Times and, The New York Times.

Assistant Director of Digital Marketing

Steering growth-focused brand awareness through strategic marketing planning, cross-functional collaboration, and multi-channel campaign execution.

- **Design Strategy:** Spearheaded growth-focused marketing strategies for Undergraduate and Graduate MBA Program , leading to a 29% increase in website traffic, achieved by integrating program accomplishments into monthly Marketto email campaigns. Collaborated across teams to execute multi-channel campaigns, significantly enhancing brand visibility and promoting monthly events.
- **Cross-Team Collaboration:** Led cross-functional initiatives, resulting in a surge in brand engagement through multi-channel campaigns. Collaborated with 11 marketers and senior leadership, leveraging graphics to promote Georgetown's Financial Times rankings and feature speakers like the Marketing VP at Converse.
- **Trend Integration:** Analyzed market trends via Google Analytics, primary and secondary research, steering strategic insights for digital marketing at Georgetown McDonough School of Business. Contributed to innovative initiatives aligning with market trends, influencing marketing strategies for brands like Startup Hoyas, Center for Global Business, and Global Real Estate.

RELEVANT PROJECTS

Design Strategy and Independent Project Management: (Remote):

Developed Makerbae, an innovation studio exploring diverse technologies for digital marketing. Created 3D assets, collaborated on personal product sites, and designed jewelry products for startups and marketing campaigns. (2015 - Current)

EDUCATION

Master's in Integrated Marketing Communications. Georgetown University School of Continuing Studies (Washington, DC)

Bachelor of Arts in Fine Arts. University of Maryland (College Park, MD)

Additional Professional Development

- Intro to Digital Manufacturing with Autodesk Fusion 360 (Cert. #JZY9NCGW2PWN) – Coursera (2019)
- Autodesk Fusion 360 Integrated CAD/CAM/CA (Cert. # L2XYSQKGXFWL) – Coursera (2019)

OTHER RELEVANT INFORMATION

Technical Skills:

- **Graphic Design and Prototyping:** Adobe Creative Suite (Photoshop, InDesign, Illustrator, Adobe Stock, Adobe Firefly), Canva
- **Web Design and Development:** Figma, Webflow, Salesforce, SharePoint, Shopify, Wix
- **3D Modeling/Design:** zBrush, Spline, Chitubox, MeshMixer, Autodesk Fusion360 (CAD)