

SUMMARY

Design Lead with 10+ years of experience across brand, digital, print, and product design. I'm focused on stepping further into leadership while continuing to grow my creative skill set, with an emphasis on connecting storytelling, strategy, and design systems to deliver work that is both visually stunning and performance-driven.

EDUCATION

UX DESIGN CERTIFICATION
SPRINGBOARD
APR. 2022

A.S. GRAPHIC DESIGN
SANTA FE COLLEGE
APR. 2016

Secretary, Graphic Design
Student Association

MILITARY BASIC TRAINING
U.S. AIR FORCE
AUG. 2010

KEY SKILLS

Leadership & Mentorship

Creative Direction

Cross-Functional Collaboration

Client & Stakeholder
Communication

Brand Identity & Strategy

Design Systems & Guidelines

Digital & Print Design

UI/UX Design Principles

Prototyping & Wire framing

Competitive Analysis

Adobe Creative Suite

Figma, Sketch

ChatGPT, Midjourney, Firefly

WORK EXPERIENCE

NEW AMERICAN FUNDING - DESIGN LEAD *(remote)*
SEP. 2022 - APR. 2026

Led conceptualization, design, and implementation of a retail recruiting campaign that drove a 677% increase in candidate acquisition.

Designed integrated campaigns across print, digital, web, and experiential/events, partnering with cross-functional teams to align brand, UX, and business goals.

Developed and evolved multiple brand identities, creating scalable visual systems, guidelines, and custom assets (iconography, patterns, illustrations) to ensure consistency across all touch points.

Served as a planning committee board member for an LGBTQ+ initiative, contributing to high-level decision-making around inclusive programming, strategy, branding, and community engagement efforts.

Co-created and led a Design Development Program, creating a curriculum to grow early-career designers and expand team capability.

Led end-to-end website design from concept to developer hand off, translating business and user needs into wire frames and prototypes, and defining visual identity, IA, and responsive systems.

STOCK ALARM - UX DESIGN INTERN *(remote)*
FEB. 2022 - APR. 2022

Created wire frames and interactive prototypes for a new feature, leading usability testing and iterating on insights to improve clarity, functionality, and overall user experience.

Designed and refined components, graphics, and patterns to evolve the design system and elevate the brand's visual identity, ensuring consistency and scalability across products

TINSLEY CREATIVE - SENIOR DESIGNER / ILLUSTRATOR *(remote)*
JAN. 2017 - APR. 2022

Developed and executed visual brand strategies for 30+ clients, translating business goals into cohesive, high-impact creative across functional marketing, packaging, and advertising.

Partnered with marketing teams to design and optimize campaigns, leveraging brand strategy and customer insights to improve engagement and performance.

INTENSE INK - GRAPHIC DESIGNER / PRODUCTION SPECIALIST
MAY 2016 - JAN. 2017

Managed client relationships end-to-end, delivering compelling presentations, distilling feedback, and iterating to deliver high-impact, on-brief creative.

Built and led the production & installation department, establishing processes, scaling operations, and training team members to ensure efficient, high-quality execution.