



EDUCATION

Kutztown University of Pennsylvania
BFA in Communication Design
Concentrations in Advertising & Web Design
Kutztown, PA | May 2021 GPA: 3.99

SUIT OF SKILLS

*Versatile, self-motivated
works well collaboratively*

*Proficient in Illustrator, Photoshop
InDesign, After Effects, XD, Figma
HTML, CSS, SASS*

*Traditional mediums: Acrylic
watercolor, and oil paint*

ACHIEVEMENTS & HONORS

Dean's List
2017 – 2021

Interactive Design Award Winner
Kutztown University | 2021

Dianne V. Dockery Advertising
Award nominee
Kutztown University | 2021

Silver Addy Awards
AAF Greater Lehigh Valley | 2021

Mumedi To Death with a Smile
International Poster Competition
3x Finalist | 2020

INVOLVEMENT & INTERESTS

Performing Dance Portmanteau
Irish, Modern, Lyrical, Jazz, Hip Hop
Fall 2019 – Spring 2021

AIGA Kutztown Chapter
Font Fellows
Spring 2018 – Spring 2021

HAND OF DESIGN EXPERIENCES

Designer | Tröegs Independent Brewing

Hershey, PA | February 2022 – Present

Tröegs is the 20th largest craft brewery in the US, and being the lead designer includes a variety of responsibilities such as:

- ♦ Designing beer packaging/brands, marketing campaigns, event posters, logos, and merchandise.
- ♦ Leading creative meetings to provide my vision for various projects in support of the brand, and point person to freelancers.
- ♦ Designing and weighing in on merchandise.
- ♦ Ensuring colors and designs are correct at press checks/can pilot runs.
- ♦ Assisting and art directing photo shoots.
- ♦ Creating a company magazine, sell sheets, as well as the Annual Business Plan for wholesalers.
- ♦ Curating the annual Art of Tröegs Gallery and occasionally assisting with redesigning spaces for the best brewery experience.
- ♦ Working with partners for collaborations.

Junior Graphic Design | NickelBronx

Remote | July 2021 – January 2022

- ♦ Collaborate closely with a Senior Designer, Project Manager, and Creative Director on branding, web design, illustrations, social media ads, and promotions in a fast-paced environment. My roles also include communicating directly with clients and delivering high-quality work while on tight deadlines.

Graphic Design Internship | Lehigh Mining & Navigation

Allentown, PA | Spring 2021

- ♦ Worked closely with Art Director, Creative Director, and Production Designer on a variety of different projects including social media ads, motion graphics, and package design.

Graphic Designer | Office of Student Involvement

Kutztown, PA | Fall 2019 – Spring 2021

- ♦ Worked with a team of student designers to create posters and social media posts for over 190 student organizations, clubs, and events on campus.

Freelance Designer/Painter

Various Clients | Summer 2018 – Present

- ♦ Creating logos, lettering, illustrations, murals, t-shirt designs, and website designs for local businesses and non-profits.

VOLUNTEER

Community Engagement

Hershey, PA | April 2023

- ♦ Planting trees with Manada Conservancy across Dauphin County.

Art Assistant | Design Day Camp

Kutztown, PA | January 2020

- ♦ A day event that invites high school students to experience the classroom like a KUCD student. My roles included assisting students with Adobe Photoshop and a Drop Cap Block Printing workshop.

Student Assistant | GenShe Conference

Kutztown, PA | Summer 2019

- ♦ An event that connects and supports female KUCD students and alumni with their career goals. My roles were greeting, signing in alumni as they came to the event, and assist professors.

