

## SKILLS

Adobe Illustrator | Adobe Photoshop | Adobe InDesign | Adobe After Effects | Adobe Premiere Pro | Clo3D | Blender  
Shopify | Web Design | HTML and CSS | Animation | Motion Graphics | Illustration | Photography | Videography  
Video Editing | Marketing | Customer Service | Collaboration | Detail-oriented | Project Management

## EXPERIENCE

### Senior Design Associate | McCormick's

January 2025 - Present

- Develop, lead, and execute web design and creation including layout, content, imagery, photography, videography, iconography, product imagery, and custom code for McCormick's online storefront.
- Collaborate with management to develop and execute marketing campaigns and materials for email, social media, print, and trade shows, including the 16'x9' Video Wall which utilizes motion graphics, photography, and videography to communicate McCormick's offered services and products to potential clients on trade show floors.
- Research and develop an alternative to photography utilizing custom, lifelike 3D character models with custom 3D garments in Blender and Clo3D.
- Manage and capture photography and videography of new and existing products, and edit for use on the web and in marketing.
- Collaborate closely with high-profile clients to develop and design various printed uniforms, flags, and large-format products for marching band and color guard, adhering to print, quality, and organization standards to produce hundreds of products for over one hundred clients each year.

### Design Associate | McCormick's

February 2022 - January 2025

- Develop, lead, and execute web design and creation including layout, content, imagery, iconography, product imagery, and custom code for McCormick's online storefront and subsidiaries.
- Develop logos and brand designs for McCormick's subsidiaries.
- Collaborate with management to develop and execute marketing campaigns and materials for email, social media, print, and trade shows, including the 16'x9' Video Wall.
- Collaborate with clients to design various printed uniforms, flags, and large-format products for marching band and color guard, including the Rutgers University colorguard for the 2024 Macy's Thanksgiving Day Parade.

### Graphic Designer | University of Wisconsin-Parkside

March 2018 - May 2021

- Collaborate with management and college faculty and staff to execute marketing materials for web, social media, print, and video.
- Design layout and infographics for the College of Social Sciences and Professional Studies 2019-2020 Annual Report.
- Compile selections of candid and staged photography to be used for marketing and web galleries.

## EDUCATION

### Bachelor of Arts | University of Wisconsin-Parkside

Class of 2021