

EDUCATION

Northeastern University
Boston, MA • December 2018

BFA in Graphic and Information Design
Cum Laude | Dean's List (2015 – 2018)

EXPERIENCE

Senior Brand Designer at Everly Health
Chicago, IL (Remote) • November 2021 – Present

Lead designer driving end-to-end creative across email, paid and organic social, print, packaging, enterprise marketing, digital display, and direct mail. Own visual execution for cross-functional brand and performance campaigns, including product launches and full-funnel lifecycle programs. Deliver storytelling-driven creative tailored to Meta (Instagram, Facebook), Pinterest, and lifecycle platforms, ensuring cohesion and impact across touchpoints. Build and maintain modular design systems for email, while developing high-performing assets for growth and engagement. Collaborate closely with lifecycle, growth, and content teams to translate strategy, insights, and testing data into scalable visual narratives that drive results and reinforce brand integrity.

Brand Designer at Crate & Barrel
Chicago, IL • May 2019 – November 2021

Designed the Crate & Barrel catalog while working in partnership with our marketing and merchandising teams, writers, editors, and production artists. Lead the creation of printed marketing mailers and seasonal PR lookbooks. Worked within brand guidelines to create digital advertising assets for web and social media.

Digital Design Intern at America's Test Kitchen
Boston, MA • July – December 2017

Designed digital and print collateral for three company brands. Designed infographics, GIFs, and other images for web articles and social media. Collaborated with marketing to create digital advertising campaigns. Created and updated graphics for the Cook's Illustrated homepage daily.

Studio Team Designer at Scout
Boston, MA • January – May 2017

Worked on a small team within Northeastern's student-led design studio to create the branding identity, marketing collateral, and experience design for the inaugural Scout Conference.

Graphic Design Intern at KIND Snacks
New York, NY • July – December 2016

Designed layouts for field and sales marketing requests, sell sheets, retail signage, in-store displays, digital and print collateral. Assisted in color explorations, packaging redesign, and brand development. Supported packaging projects by creating mock-ups and 3-D replications.