



WORK HISTORY

NanoString Technologies, Inc.

Visual Designer | May 2023 – November 2023, contract | Seattle, WA | Marketing Team

- Developed icon and illustration library, simplifying complex processes into digestible graphics
- Created innovative social media assets and marketing materials through visual storytelling
- Collaborated to execute marketing campaigns: brainstorming, development and implementation, as well as improved upon design systems to increase consistency in design processes

F5

Visual Designer | March 2021 – December 2022, contract | Seattle, WA | Brand Development and Product Teams

- Designed creative for an F5 Distributed Cloud product launch including 17 new landing pages with unique hero illustrations and custom illustrations to demonstrate product function
- Created technical diagrams, overviews, white papers, landing pages and ebooks
- Developed new product icon system for all F5 products
- Translated complex technical diagrams into easily digestible process demonstration illustrations

Zipwhip

Visual Designer | August 2019 – September 2021, contract | Seattle, WA | Special Projects

- Designed eye-catching external-facing social media ads, custom illustrations, digital marketing materials, data visualization graphics and e-books driving product sales and increasing site traffic
- Achieved marketing efforts by consistently elevating the visual brand identity across all projects
- Created on-brand style guides and templates for individual campaigns to ensure designers and art directors stay on brand throughout typography, layout and image style

Amazon

Visual Designer | September 2020–December 2020, contract | Seattle, WA | Workforce Staffing Team

- Designed and produced thousands of on-brand assets for social media, print and large format digital billboards in a detail-oriented production environment
- Prepared files for internal client reviews and handed off production-ready files to the QC and development teams
- Achieved ambitious collaborative goal: Amazon's successful effort to hire 1 million people in 2020

Amazon

Art Director | April 2020–July 2020, contract | Seattle, WA | Home Shopping Team

- Reviewed, approved and art directed marketing and merchandising creative for over 280 campaigns for the Amazon.com homepage, visited 36.5 billion times per quarter
- Communicated guidelines, best practices, and global style guides to provide feedback to 100+ retail and category teams submitting campaign creative (across mobile and desktop)
- Created brand guidelines for homepage hero typography and homepage asset placements

Oracle

Visual Designer | April 2017–August 2019, FTE | Seattle, WA | Studio Design Team

- Successfully interpreted brand guidelines as an agency partner for Oracle clients such as REI and Hawaiian Airlines, focusing specifically on email marketing and social media design
- Created designs for internal presentations and materials for internal meetings and events

SOFTWARE SKILLS

Adobe Creative Cloud:

Photoshop
Illustrator
InDesign
Acrobat

Figma

Microsoft Office

Powerpoint

DESIGN SKILLS

Brand system development

Digital design

Print design

Technical diagram design

Logo design

Icon design

Art direction

Typography

Production design

Image retouching

Style guide creation

Long format content design

Social media design

Web design

UX/UI design

Email marketing

Conceptual and creative thinking

Visual Identity

- Collaborated cross-functionally across code, design, project management, and external stakeholders as part of an award-winning creative team
- Provided design expertise in pitch presentations to win new work
- Created brand style guides, icons and logos for emerging internal brands and educated users on application

Zulily

Visual Designer | December 2015–April 2017, FTE | Seattle, WA | Studio Design Team

- Produced 10 campaigns per month and develop brand content for zulily.com website and app generating \$400K to \$2M in demand each
- Created on-brand online retail customer-focused experiences on a collaborative team of merchandisers, art directors, photographers, stylists and copywriters
- Tested design work across all devices and screen resolutions focusing on mobile first design

Amazon

Designer | June 2015–November 2015, contract | Seattle, WA | Kindle Content Design Team

- Conceptualized and presented creative directions for advertising and merchandising on Amazon.com storefronts and Kindle devices
- Adapted digital book cover compositions and tested assets across all Kindle devices in a detail-oriented production design environment
- Produced detailed digital assets at a high rate of iteration in a deadline driven environment

Sublime Media

Visual Designer | March 2014–November 2014 | Seattle, WA | Virtual Education Design Team

- Designed online learning courses and effective UX from concepts to launch for clients such as The Bill and Melinda Gates Foundation, Microsoft, Costco and Expedia
- Converted abstract design requirements into original and beautiful layout concepts utilizing storyboards, moodboards, wireframes and prototypes to create email campaigns, marketing and packaging materials
- Presented ideas and pitched design work to stakeholders

University of Washington Information School (iSchool)

Visual Designer | August 2005–March 2014 | Seattle, WA | Communications Team

- Established branding for the iSchool and maintained brand standards of the UW and iSchool across all projects resulting in a dramatic increase in applications (425 to 11,776 from 2005 – 2014)
- Lead brand design for ischool.uw.edu, winning a Web Marketing Association award, as well as designed websites for multiple internal clients
- Provided creative direction and original design work for all print and digital marketing pieces from conception to delivery for internal and external facing events
- Art directed photo shoots with photographer and edited all images

Other Notable Work and Projects

- Visual Designer, Pop, produced digital advertising for the Target 2019 holiday campaign
- Designer, Sagacity Media, *Travel Tacoma* magazine design (contract)
- Image Production Artist, Nordstrom Direct
- Designer, Seattle International Film Festival (SIFF)

EDUCATION

School of Visual Concepts

Washington State University, Hospitality Administration, BA

International College of Hospitality, Brig, Switzerland