

## PROFESSIONAL EXPERIENCE

### Lead Designer, Keep

Jul 2015 – Present

*New York, NY*

Keep is a content and commerce discovery shopping platform partnering with top retailers through affiliate and brand marketing channels such as Nordstrom, StubHub, Ralph Lauren, Kate Spade and more.

- Analyze, conceptualize, design and oversee development of website and iOS application from start to finish in order to improve user experience across the platform and introduce new features
- Conceptualize, produce and manage all aspects of brand identity and voice, including strategy and execution across platforms, in collaboration with marketing team
- Contribute to development of front-end website, writing CSS/LESS, HTML and JS to execute pixel-perfect layouts with a strong attention to typographic detail
- Build and organize advertising design platform, as well as produce sales documents, media kits and native advertising creative for a range of fashion, home and beauty e-commerce clients
- Conceptualize, organize and execute photography campaigns, hiring photographers, models and hair/makeup artists as well as oversee shoots in accordance to brand guidelines
- Manage freelance developers and interns on tech and design projects
- Administer set-up for Salesforce system and create workflow

### Senior Designer, Graphic Design Intern, Keep

Oct 2014 – Jul 2015

*New York, NY*

- Collaborated with marketing team to conceptualize and design editorial content campaigns and build templates utilized across email marketing and social media
- Conceptualized and designed website and app content organization and interface

### Graphic Design Intern, ID Media

Jun 2013 – Oct 2014

*New York, NY*

- Designed and produced custom print pieces for client pitches as well as the agency's monthly publication
- Directed, filmed and edited videos with voiceover, footage and typographic animation for case studies and award submissions

### User Interface Design Intern, ArtBinder

May 2012 – Feb 2013

*New York, NY*

- Designed interface for consumer-facing iOS application, marketing website and client content management system
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## EDUCATION

### BFA, The Cooper Union School of Art

2011 – 2015

*New York, NY*

- Multidisciplinary study with a focus in graphic and web design and exploration in printmaking, motion graphics, photography and painting
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## HONORS & ACTIVITIES

### Warm Ups Speaker, AIGA/NY

Oct 2014

### First Prize, SkillsUSA Web Design Competition

Apr 2011

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## SKILLS

- Sketch, Proto.io
- Adobe Photoshop, InDesign, Illustrator, After Effects, Premiere, Audition, Acrobat
- HTML, CSS, LESS, JS, Jinja, Git, iTerm
- Google Analytics, Mixpanel, Mode Analytics, Asana, Google Ad Manager, Salesforce, Excel, Keynote