



## EXPERIENCE

### Situation

Senior Designer • Oct 2021 - Present

Junior Designer • Jun - Oct 2019

- Create branded campaigns & content for various clients, including Disney on Broadway, *Wicked*, The Empire State Building, Girls Scouts, & *Titanique*
- Collaborate on integrative campaigns from the initial conceptualization through the final product
- Work closely with creative directors & copywriters to create innovative content in both print & digital spaces
- Train & direct other designers in proper workflow, branding, & campaign execution

### Freelance Art Director & Designer

May 2018 - Present

- Develop brand identities from logos to full style guides
- Create engaging pitch decks, social & email templates, and additional print & digital marketing materials
- Organized, directed, and shot photoshoots for e-commerce, headshots, & lifestyle imagery

### The Tony Awards

Art Director • Jan 2020 - Sept 2021

- Designed an entirely new brand identity that extended from social to print to television
- Crafted strategic digital campaigns that cross social platforms to engage new audiences
- Led & directed the creative team in producing cohesive & engaging content across mediums

### Scout Digital

Designer • Jul 2020 - Sept 2021

- Designed social media content for fashion, beauty, & lifestyle clients like Katy Perry Collections, [comfort zone], & 7 for All Mankind
- Created branded illustrations & animations, social videos, Instagram stories, & in-feed posts
- Concepted & organized e-commerce photoshoots

### Serino Coyne

Designer • Oct 2019 - Apr 2020

- Created digital content for Broadway clients such as *The Lion King*, *Phantom of the Opera*, & *Dear Evan Hansen*
- Collaborated with art directors to create & maintain brand identity through banner ads & social content

## TALK TO ME!

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## EDUCATION

### Savannah College of Art and Design (SCAD)

Savannah, Georgia • 2016 - 2019

Bachelor of Fine Arts in Advertising & Branding  
Concentration in Art Direction

GPA: 3.9

## SKILLS

- Art direct photoshoots
- Brand development & identity design
- Typography & hand lettering
- Illustration
- UX/Web design
- Print mechanicals
- Digital & film photography
- HTML, CSS & Javascript
- Cinematography & camera work
- Devise effective & strategic campaigns
- Maintain superior attention to detail and organization
- Excel in fast-paced environments

## TOOLS

- Adobe Photoshop
- Adobe Illustrator
- Adobe InDesign
- Adobe Lightroom
- Adobe After Effects
- Adobe Premiere Pro
- Sketch
- Microsoft Office Suite
- Google Web Designer
- Project Management Software