

WORK EXPERIENCE

Freelance/Self-Employed 1R Design Studios LLC. (October 2021-Current)

Senior Digital Designer / Associate Art Director (Digital) - New York, NY

- Digital design and e-commerce asset creation for a wide range of clients including: Bayer, Urban Decay Cosmetics, The Farmer's Dog, Understood.org, (nonprofit), Subway Sandwiches, Tattly Temporary Tattoos, Sunrise Movement, Skincuticals, Waterloo Sparkling Water and other emerging startup brands.

Wix.com/Wix Design Playground (October 2020-October 2021)

Design Educator / Product Specialist - New York, NY

- Educating and empowering graphic design students from top design universities around the globe to create responsive web portfolios. My team and I took our students through a 5-week courses teaching design principles, creative concepting, moodboarding, motion design, UX/UI, and wire framing.
- Additionally we taught 2 hour intro to digital portfolio buildings at: New School, Pratt, SCAD, MICA, Parsons, UF, FIT, Carnegie Mellon, Yale, SVA, NC State, Bezalel Academy Jerusalem, RMCAD, and more.

21 Grams (October 2020-November 2021)

Senior Art Director/Digital Designer - New York, NY

Oliver Agency (August 2019 - October 2020)

Digital Art Director/Digital Designer - New York, NY

- Art Director and Designer for beauty/haircare brands including: Love Beauty & Planet, Tresemmé, St. Ives, and Suave. Creative lead on photo shoots used cross platform. Design lead for e-commerce activations including banners and other B2C assets.

Beauty @ Gotham (January 2019 - August 2019)

Digital Design Lead - New York, NY

- Lead Digital Designer for global social and digital assets for Maybelline Cosmetics, including graphics, gifs, and web modules.

Wunderman (June 2016 - October 2018)

Global Social Design Manager - New York, NY

Lead designer and social media manager for Wunderman's global communication channels. Originally at Wunderman D.C. as a Art Direction Intern and was promoted twice. This included a move to HQ in NYC as Global Social Media Coordinator. Within my first year I was promoted to Global Creative Content Manager.

- Fueled a 200% growth in Wunderman's social media channels
- Launched a global campaign with Adobe at Cannes Lions Festival which garnered 23 million impressions

EDUCATION

Savannah College of Art and Design (SCAD)

B.F.A. Advertising and Branding, Spring 2016 - Savannah, GA

CONTINUING EDUCATION

Debbie Millman | Why We Brand Why We Buy

The New York Times | Art Direction For Print and Web

Jessica Walsh | Incorporating Fun into Work

General Assembly | Social Marketing and Strategy

Media Bistro | Social Media Marketing

American Graphics Institute | Certification in Adobe Premier Pro

AWARDS & HONORS

NY Festivals Advertising Awards, Print: Health & Wellness, Shortlisted 2020

MvVo Oculus, Featured Photographer, NYC 2020

MvVo Link NYC, Featured Photographer, NYC 2019

Superfine! Featured Photographer, Washington, D.C. 2018

Sotheby's MvVO Ad Art Show, Featured Photographer,

Katie's Art Project [the art project], Curator and Featured Photographer, NYC 2017

SKILLS

Art Direction, UI/UX Design, Social Media Specialist, Adobe Creative Cloud, Sketch, Figma, Photography, Retouching, AI Creative Integration, Fashion Trend Forecasting, and Extensive knowledge of Fibers (textiles)