

professional summary

Comprehensive Cross-Platform Designer & Creative Strategist with over 10 years of experience in leading design, branding, product, campaign, marketing, and other strategic initiatives across CPG, Life Sciences, Higher Ed, Fundraising, B2B, SaaS, and Pharmaceutical sectors. Adept at managing the full lifecycle of creative projects, from concept to execution, and aligning designs with strategic business goals. Expertise in print, digital, presentation, web, social, packaging, wayfinding, and identity system design—with a proven track record of creating persuasive and compelling, high-quality visuals that emphatically resonate and transformatively drive ROI. Strong collaborator both within, and leading cross-functional teams. Passionate about leveraging user research and data to inform design and solve complex challenges and engage target audiences, while maintaining brand consistency and meeting regulatory requirements.

Key strengths include:

- Sophisticated creative problem-solving and unconventional conceptual thinking
- Strong proficiency in design principles across multiple media (print, digital, motion)
- Excellent project management and team leadership, workflow management
- Deep understanding of the health and wellness industry, especially in regulated sectors
- Expertise in working with cross-functional teams to meet both creative and strategic business goals

areas of expertise

- **Creative/Design Skills:** Visual Design, Brand Identity Design, Packaging Design, Digital/Web Design, Motion Graphics
- **Project Management:** Creative Strategy, Project Lifecycle Management, Cross-Functional Collaboration, Brand Strategy Development
- **Technical Skills:** Adobe Creative Suite (Photoshop, Illustrator, InDesign, After Effects), Figma (Beginner), UX/UI Design, HTML/CSS, WordPress, Divi, MailChimp, Final Cut Pro, AI & Data-Driven Design Tools
- **Other:** Typography, Color Theory, Digital Retouching, Photography, Branding & Campaign Development, Conceptual Thinking, Design for Regulatory Compliance (FDA/cGMP)

education

State University of New York, Geneseo
 Business Administration

experience

Graphics Project Lead, Bausch Health Companies

Full-time | Bridgewater, NJ | Hybrid | April 2022–Present

- Managed end-to-end design and production of print-ready packaging artwork, optimizing the approval process and improving throughput by 20%, while ensuring full compliance with branding, regulatory, and quality standards.
- Streamlined digital and print workflows by implementing new design standards, reducing production time and errors by 30%, and enhancing collaboration with Supply Chain and Quality teams.
- Represented the company at Adobe's Creative Vision Tour, gaining insights into cutting-edge AI tools to integrate into design workflows and improve production quality.
- Led initiatives to optimize color quality control processes, resulting in a 30% reduction in color errors, improving both production efficiency and final product quality.

Senior Graphic Designer, 5LINX

Full-time | (CPG Supplement Brand) | Remote | Sept.2017 to May 2022

- Directed design and launch of new product lines, generating a \$200,000 revenue stream in the first fiscal year through strategic market-aligned concepts.
- Led a cross-functional team of designers and freelancers to deliver 50+ unique product SKUs across print, digital, and social media, maintaining brand consistency and meeting tight deadlines.
- Initiated process improvements that reduced revisions by 50% and cut project lead times by 33%, significantly enhancing department efficiency.
- Created and managed marketing collateral and style guides to ensure seamless brand identity application across multiple consumer goods and digital brands, aligning with cGMP and FDA standards.

Multimedia Content Specialist, SUNY College at Geneseo

Contract | Geneseo, NY | 2017

- Collaborated with multiple university departments to create engaging visual communications and marketing content for a variety of platforms, including social media and digital signage.
- Directed photo shoots and art direction for marketing materials, ensuring high-quality visuals that adhered to brand guidelines.
- Built and nurtured partnerships across departments to ensure cohesive marketing initiatives and strengthen communication within the university community.

Digital Marketing Specialist, CyberFortress

Full-time | Rochester, NY | September 2016 to May 2017

- Designed and executed integrated marketing campaigns across digital, social, email, and print channels, boosting engagement by 40% and generating a 25% increase in qualified sales leads.
- Collaborated with sales and engineering teams to create marketing assets that aligned with customer pain points, improving competitive positioning.
- Developed high-impact corporate marketing assets for major industry events, including VeeamON and CiscoLive, increasing brand visibility to over 16,000 attendees.
- Managed end-to-end production of print, web, and video assets, ensuring consistency across all channels, and driving a 50% increase in brand recognition within six months.

Brand Designer & Strategist, jkvCreative

Freelance | US | 2017–Present

- Led brand strategy and creative execution for diverse clients in B2B, education, and consumer sectors, enhancing brand visibility and engagement.
- Built and scaled a successful freelance business, increasing annual revenue by 2x from 2021 to 2022, while managing multiple client projects in parallel.
- Mentored and onboarded freelance teams, ensuring adherence to brand guidelines and meeting project deadlines, which resulted in faster turnaround times and improved client satisfaction.