

Education

Virginia Tech

Aug 2011 - May 2015

BFA: Visual Communication Design
Minors: Business Leadership, Art
History

European Immersion

May 2013 - July 2013

Graphic design study abroad program in Italy, Switzerland, and Germany including a typographic masterclass with Rosmarie Tissi and letterpress workshop with Lucio Passerini at Tipoteca Museo.

Experience

Urban Outfitters / UI Designer

July 2015 - Present

Conception and execution of visual designs for the Urban Outfitters website. This includes collaborating with the UX team, developers, digital marketing team, and web production team. Projects range from a redesign of the product detail page and shop path improvements to redesigning emails on a unified system. Work with other design teams to create seasonal assets used for in-store signage, marketing materials, etc.

FourDesign / Graphic Designer

Jan 2014 - May 2015

A faculty-led, student-run digital and print design agency at Virginia Tech. Designers work directly with clients from the Blacksburg community and beyond, specializing in branding and identity, print collateral, and web design.

Time Warner Cable / Design Intern

June 2014 - Aug 2014

Internship with the digital marketing team for the TWC Business Class website. Worked directly with business analysts, developers, and vendors during a quarterly marketing campaign and the website's transition to responsive design. Created advertisements and promotions, product page redesign, imagery for the "Business by the Numbers" campaign, a system of icons, and a revamp of social media platform imagery.

Skills

UI/UX, web, app & email design, brand & identity systems, illustration, hand-lettering, package design, data visualization, motion graphics, Adobe Creative Suite, Wordpress, JIRA programs