



GRAPHIC DESIGN & ILLUSTRATION

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AWARDS & ACHIEVEMENTS

Academic Award | 2023

Award of Excellence in Visual
Communication Design
Philadelphia, PA

Recipient | 2023

Eileen Martinson Capstone Fund
Philadelphia, PA

Deans List | 2019–2023

Thomas Jefferson University
Philadelphia, PA

Faculty Scholarship | 2019–2023

Thomas Jefferson University
Philadelphia, PA

SKILLS

Adobe Creative Suite

InDesign
Illustrator
Photoshop
Lightroom
After Effects
XD

UX/UI

Wire framing
Web Design (HTML & CSS)

Marketing

Google Ad Search Certified
Google Ad Creative Certified

EDUCATION

Thomas Jefferson University

Philadelphia, Pennsylvania | 08/2019 – 05/2023

- Bachelor of Science in Graphic Design Communication
- GPA: 3.88
- American Institute of Graphic Arts (AIGA)
- Visual Communication Ambassador

The Danish Institute of Study (DIS)

Copenhagen, Denmark | 01/2022 – 05/2022

- Graphic Design Communication
- Danish Language & Culture

EXPERIENCE

Graphic Designer

Mail Shark | Mohnton, PA | 09/2023 – Present

- Working with companies in the automotive, cosmetic, and hospitality industries to create visuals for direct mail marketing in order to increase exposure to broader markets and increase consumer engagement.
- Responsible for creating brand-related materials, digitally, and for print using Adobe Creative Suite. Leveraging existing brand guidelines or creating new brand guidelines for the companies we work with to appeal to consumers with diverse backgrounds.
- Assessing internal brand methodologies and working with a team to incorporate industry best practices across product design divisions.
- Developing and implementing innovative design concepts for a wide range of B2B marketing collateral, including postcards, menus, brochures, and banners.

Graphic Design Intern

Laminators Incorporated | Hatfield, PA | 11/2022 – 02/2023

- Developed graphics for a new signage model available to future clients to view and reference when working with the company.
- Created branding for several businesses for various industries such as food, insurance, retail, and academia.
- Used Adobe Illustrator to execute brand development for individual signs. Pitched concept designs and signage mockups to the lead coordinator of marketing.

Graphic Design & Marketing Intern

Paula Hian | King of Prussia, PA | 06/2022 – 08/2022

- Maintained core brand aesthetics through brand graphics on the website.
- Managed social media branding and content for multiple platforms. Leveraged social media analytics and data to ensure product posts effectiveness. Worked with a team to create customer marketing strategies to drive product sales.
- Managed communication between vendors both internationally and domestic.

Graphic Design Freelance

Leiss & Hendrix Orthodontics | Exton, PA | 04/2021 – 08/2021

- Created business cards and stationery for Leiss Orthodontics, Hendrix Orthodontics and the combined Leiss & Hendrix Orthodontics office.
- Collaborated with the marketing manager to create advertisements for multiple social media platforms.