



## EDUCATION

### UNIVERSITY OF MISSOURI — ST. LOUIS

Bachelor of Fine Arts  
Major: Graphic Design / Minor: Art History

### UNIVERSITY OF EAST ANGLIA

Norwich, England  
Contemporary Gallery and Museum Studies

## EXPERIENCE

### SCHNUCK MARKETS, INC.

DIGITAL DESIGNER II  
January 2023 - Present | schnucks.com

Develops and maintains the strategy for the digital weekly ad in all markets. Designs content for stand-alone assets or as part of larger executions (GIFs, photos, animations, video, illustrations, etc.). Works with internal teams to direct projects on a conceptual level, manage process, and execute through design, photography or video. Creates one-to-one customer communications based on overall CRM strategy.

DIGITAL DESIGNER  
December 2017 - January 2023

Lead and assisted the UX/UI process for the Schnucks website redesign, replatform, and integration of the Instacart eCommerce API, Instacart Connect. Organized and art directed photoshoots for digital assets. Created and maintained a digital brand style guide for marketing assets and UI components for a variety of digital touchpoints. Designed assets to support marketing initiatives and one-to-one customer communications based on CRM strategy. Collaborated with external partners to complete projects. Prioritized personal workload to keep projects on track and completed on time. Extended marketing creative for implementation across a variety of deliverables including print, out of home, and digital.

### NEW BALANCE ATHLETICS

THE CREATIVE GROUP, WEB DESIGNER (CONTRACT)  
April 2016 - October 2017 | newbalance.com

Assisted in the creation of New Balance, New Balance Outlet, and PF Flyers promotional emails, display ads, and related site assets. Managed the design project workflow for New Balance Outlet and PF Flyers. Worked with developers to ensure quality in the user assurance testing process. Collaborated with marketing and copywriting teams to meet product goals and sales. Retouched product photography as needed.

### GRAIN, INC.

ASSOCIATE DESIGNER  
January 2015 - March 2016 | grainforall.com

Met client and company needs through design strategy and creative execution. Tasks included generating and executing concepts for vector illustrations, creating UX wireframes and UI designs for responsive websites along with an iOS app, light front-end development, and produced select print material.

## SKILLS

Proficient in Adobe XD, Adobe Photoshop, Adobe Illustrator, Adobe InDesign, HTML, CSS, Markdown, JIRA, Asana, ProWorkflow, Lytho, Figma, InVision, Sketch App, and Adobe After Effects.

Basic understanding of Amplitude, Iterable, Wordpress, Branch, Autho, Github, LESS, SASS, and Google Analytics.

References available upon request.