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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
December 2017 - Present | schnucks.com

Leads and assists the UX/UI process for the Schnucks website redesign, replatform, and integration of the Instacart eCommerce API, Instacart Connect. Organizes and art directs photoshoots for digital assets. Created and maintains a digital brand style guide for marketing assets and UI components for a variety of digital touchpoints. Designs assets that support marketing initiatives and one-to-one customer communications based on CRM strategy. Collaborates with external partners to complete projects. Prioritizes personal workload to keep projects on track and completed on time. Extends 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.

UNIVERSITY OF MISSOURI – ST. LOUIS

STUDENT ASSISTANT PROFESSIONAL
January 2012 - May 2014 | umsl.jobs

Maintained information and graphics for the UMSL Human Resources website including the UMSL.jobs brand across various social media platforms and website. Produced print and web designs for other campus and UM system departments.

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.