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□ QUALIFICATIONS

- **Branding and development:** Developed concepts for RAINN's new visual identity by creating a series of icons, landing page images, and infographics for RAINN's programs. Produced monthly graphics that increased our Facebook community by 73%. Developed publications, website wireframes, and training templates for the consulting department.
- **Project design strategy:** Conceptualized and executed innovative design and graphics for multiple projects including RAINN Survivor Series (in partnership with Getty Images), and LaceUp4RAINN, a 5k run to raise awareness about sexual assault. Collaborated with TV networks (ABC, TNT, TLC) and managed the in-house creative process.
- **Marketing and Publications:** Worked with senior management to produce original marketing print and web materials including postcards, posters, info cards, social media and web banners. Produced online graphics (Spanish and English) for the launch of RAINN's bilingual services. Collaborated to create 50,000 print deliverables for distributions to our affiliates and programs in a three-month deadline period.
- **Leadership:** Successfully worked with a cross-departmental committee to redesign RAINN's new website. Communicated with department leaders on design concepts and built partnership with outside print vendors. I have negotiated, coordinated, and monitored projects to meet deadlines and ensure print requirements meet the highest expectations

□ PROFESSIONAL EXPERIENCE

RAINN (Rape, Abuse & Incest National Network)
Senior Graphic Designer

Washington, D.C.
June 2019 - September 2019

- Designed RAINN's office artwork for the D.C office. Worked closely with Larry Kanter and Associates, a signs and office graphics company in choosing print materials for the final installation.
- Created and maintained the overall brand identity and quality of RAINN while experimenting with new elements.
- Conceptualized and executed successful innovative design ideas for multiple projects and fundraisers.

RAINN (Rape, Abuse & Incest National Network)
Graphic Designer

Washington, D.C.
2013 - 2019

- Managed, led and developed print and multimedia materials; brochures, postcards, info cards, posters, one pagers, handouts, presentations, web banners, infographics and templates in accordance with RAINN's brand style guide.
- Collaborated with key team members in redesigning RAINN's new website and logo rebrand (launched June 2016).
- Developed and implemented efficient designs for social media platforms and email content. Worked with outside vendors in the production of print deliverables for distributions to affiliates and programs.
- Provided advice on the design and development on presentations materials and images presented on training programs.

Neighborhood Sun
Freelance Designer and Consultant

Bethesda, MD
2017 - 2018

- Redesigned Neighborhood Sun's website, a BCorp solar company to optimize user experience and provide a stronger visual presence for future clients. Provided advice to team members for ongoing projects.
- Created images and infographics to increase search engine exposure. Worked with the Vice President of Operations with page content and layout.
- Learned Ontraport, a software developer program, to build email templates to enhance email distribution and performance.

Dupont Circle Communications
Freelance Designer

Washington, D.C.
June - July 2014

- Designed and collaborated with Margot Friedman to produce an infographic using the data study published in *Hasting Law Journal*. The infographic and article were published in *The Huffington Post*.

ASPIRA
Freelance Designer

Washington, D.C.
February - June 2014

- Designed an HIV prevention brochure in partnership with Be The Generation Bridge to promote awareness, understanding and support biomedical HIV prevention research. Created a series of icons for ASPIRA's website.

EDUCATION AND PUBLICATION

The University of Reading
Masters in Communications Design: Book Design Pathway

Reading, United Kingdom
September 2019 - 2020

The University of the Arts
Bachelor of Fine Arts in Graphic Design

Philadelphia, Pennsylvania
September 2009 - May 2012

- Senior thesis: Conceptualized and designed a book called the "Cinderella Story" comparing how the story translates to girls living in poverty all around the world.

Montgomery College School of Art and Design
Associate of Fine Arts

Silver Spring, Maryland
September 2006 - May 2009

Inge Druckrey: Teaching to See Documentary
Published May 2012

- Participated in Inge Druckrey's documentary showing the process of brush writing from beginning to final process.

The Worst Of The Worst' Aren't The Only Ones Who Get Executed (INFOGRAPHIC)
Published July 2014

TECHNOLOGY SKILLS

Macintosh, PC, InDesign, Photoshop, Illustrator, HTML/CSS, After Effects, Ontraport and Microsoft Office Programs.

WORKSHOPS

Book Binding: London Centre for Book Arts: Simon Goode, 2019
Calligraphy: Kris Holmes, 2010
Wayfinding: John Bosio, 2011

AREAS OF INTEREST

Publications, Branding and Print
Interactive Web Design
Photography, typography & calligraphy
Book publishing

LANGUAGE SKILLS

Fluent in English and Spanish (spoken and written)