

Professional Summary

Senior creative and brand leader with 7+ years of experience building and evolving cohesive brand systems across digital, print and product. Leads cross-functional creative execution and transforms fragmented visual identities into intentional, scalable brand experiences aligned with business goals.

Work Experience

Senior Creative & Brand Manager

LSPedia Inc. • June 2024–Present • Farmington Hills, MI

- Led the evolution of the company's visual identity, transforming fragmented brand elements into a cohesive, scalable design system spanning color, typography, photography, templates and brand assets.
- Partnered with R&D to redesign the OneScan software interface, improving usability and aligning the product experience with the refreshed brand system.
- Directed and delivered creative across print and digital channels, including marketing campaigns, sales collateral, trade show environments, advertising, presentations and social media.
- Collaborated with executive leadership and cross-functional stakeholders to translate business priorities into brand strategy and ensure consistent execution across customer touchpoints.
- Developed comprehensive brand guidelines, templates and training resources that improved team efficiency and empowered employees to maintain brand consistency company-wide.

Design Manager

LSPedia Inc. • August 2023–June 2024 • Farmington Hills, MI

- Initiated the modernization of the company's visual identity, refining core brand elements and expanding its creative toolkit across marketing and sales.
- Designed event collateral and digital assets that strengthened brand consistency, increased product visibility and supported audience engagement.
- Established shared brand standards through documentation, educational sessions and collaborative workflows, improving alignment and consistency across teams.

Freelance Brand Designer

RemoteCTRL Design Company • June–September 2023 • Remote

- Collaborated with the Creative Director to develop a complete brand identity and website for a machine learning company, translating brand strategy into a cohesive visual system.
- Designed logo concepts, typography, color palettes and website wireframes to establish the visual direction of multiple client brands.
- Developed creative direction for web design and photography, aligning visual storytelling with each brand's values, positioning and audience.
- Produced comprehensive brand guidelines that ensured consistent execution across digital experiences and marketing materials.

Designer

Embody Healing Therapy • April 2020–September 2023 • Clarkston, MI

- Developed a comprehensive brand identity system spanning logo design, typography, color, photography direction and tone of voice.
- Led the UX/UI design of an educational and scheduling website, translating complex content and workflows into an intuitive, user-friendly experience.
- Produced digital and print collateral that maintained a cohesive brand expression across channels and audience touchpoints.
- Organized and maintained digital asset libraries, enabling efficient access, consistent usage and scalable brand implementation.

Designer

Aliado Studio • April 2021–January 2023 • Detroit, MI

- Collaborated with the Creative Director to develop brand identities, websites and digital and print collateral for a diverse range of clients.
- Partnered with marketing strategists and copywriters to create integrated campaigns across email, web, presentations and social media.
- Led the visual design of client e-commerce websites, developing hero graphics and branded site experiences while coordinating with developers to maintain design integrity through launch.
- Produced instructional videos for internal teams and clients that communicated project progress and explained software tools and workflows.
- Designed physical products, including beaded jewelry and woven baskets, and prepared production artwork for wall graphics, vehicle wraps and promotional materials.

Selected Work

Directed the evolution of LSPedia's global brand into a cohesive, scalable system spanning marketing, digital and product experiences. Additional highlights include creating the bold, personality-led identity and packaging for Meatlicious, a creator brand with 1M+ followers, and building a comprehensive digital brand system for Embody Healing Therapy.

Education

BFA, Communication Design • College for Creative Studies • Detroit, MI

Skills

Brand Strategy • Brand Identity • Visual Systems • Creative Direction • Art Direction • Team Leadership • Cross-Functional Collaboration • Typography • UX/UI Design • Web Design • Print & Digital Campaigns • Packaging • Illustration • Brand Guidelines • Presentation Design • Production Art

Tools

Adobe Creative Cloud • Figma • Webflow • Wix • Shopify • Canva • HubSpot • Mailchimp • Klaviyo • Miro • Asana • Monday.com • Google Workspace • Microsoft 365 • ChatGPT • Claude