

Professional Summary

Senior Creative and Brand Designer with 7+ years of experience building and evolving cohesive brand identities across digital, print, and product. Proven leader in creative execution, brand systems, and cross-functional collaboration. Specializes in transforming fragmented visuals into intentional, scalable brand worlds that align creative strategy with business goals.

Work Experience

Sr. Design Manager

LSPedia Inc. JUN 2024 - PRESENT · IN-HOUSE · FARMINGTON HILLS, MI

BRAND EVOLUTION Led the transformation of the company's visual identity from inconsistent elements into a cohesive, scalable design system with standardized color palettes, typography, photography, and brand assets.

PRODUCT UI/UX DESIGN Partnered with the R&D team to redesign and improve the OneScan software interface, enhancing usability and aligning it with updated brand standards.

CREATIVE EXECUTION Oversaw and executed design across all marketing channels, including print and digital collateral, trade show booths, advertisements, presentations, and social media.

CROSS-FUNCTIONAL COLLABORATION Worked closely with senior leadership and key stakeholders to align brand strategy and ensure visual consistency across all touch points.

BRAND GUIDELINES & EDUCATION Developed comprehensive brand guidelines and trained internal teams on standards, templates, and tools to improve efficiency and maintain consistency company-wide.

Design Manager

LSPedia Inc. AUG 2023 - JUN 2024 · IN-HOUSE · FARMINGTON HILLS, MI

BRAND MODERNIZATION Directed a complete visual refresh, refining the company's brand identity and expanding its creative toolkit.

MARKETING COLLATERAL Designed and launched event materials and digital assets that strengthened brand consistency and supported product engagement.

TEAM ALIGNMENT Built internal alignment around brand strategy through clear documentation, brand education sessions, and collaborative design workflows.

Designer

RemoteCTRL Design Company JUN 2023 - SEPT 2023 · FREELANCE · REMOTE

BRAND DEVELOPMENT Collaborated with the Creative Director to create a complete brand identity and website for a machine learning company.

LOGO & VISUAL IDENTITY Designed logo marks, typography, color palettes, and website wireframes to define the visual direction of multiple brands.

CREATIVE DIRECTION Explored and developed web and photography direction to align with brand values and enhance visual storytelling.

BRAND GUIDELINES CREATION Developed comprehensive brand guidelines to ensure consistency across all design elements and marketing materials.



Graphic Designer

Embody Healing Therapy APR 2020 - SEPT 2023 • FREELANCE • CLARKSTON, MI

IDENTITY SYSTEM DESIGN Created a complete brand identity system, including logos, typography, color palettes, photography style, and tone of voice.

UX/UI DESIGN Designed and led the UX/UI for an educational and scheduling website with a focus on intuitive, user-friendly experiences.

MARKETING DESIGN Produced digital and print materials that maintained cohesive brand expression across platforms.

ASSET MANAGEMENT Managed digital asset libraries to support scalable and organized brand implementation.

Graphic Designer

Aliado Studio APR 2021 - JAN 2023 • FREELANCE → IN-HOUSE • DETROIT, MI

BRAND IDENTITY & CREATIVE Collaborated with the Creative Director to create cohesive brand deliverables, including brand identity, web design, and digital/print marketing materials.

MARKETING CAMPAIGNS Teamed with marketing strategists and copywriters to design and execute campaigns, including emails, web banners, presentations, and social media posts.

E-COMMERCE & WEB DESIGN Led design for client e-commerce sites, creating hero graphics and site visuals to enhance user experience and engagement.

EDUCATIONAL CONTENT CREATION Produced how-to videos for internal teams and clients, explaining project progress and software usage.

DEVELOPMENT OVERSIGHT Partnered with developers to ensure brand consistency and design integrity throughout build and launch phases.

PRODUCT & PRINT DESIGN Designed products such as bead jewelry and woven baskets; assisted in production art for print projects including wall graphics, vehicle wraps, and promotional materials.

Skills + Notable Work

EDUCATION College for Creative Studies → Communication Design, BFA. • Detroit, MI.

SKILLS Brand Identity • Visual Systems • Typography • Color Theory • Layout • UX/UI Design • Print & Digital Design • Packaging • Illustration • Creative Strategy • Brand Guidelines • Copywriting • Marketing Collateral • Presentations • Mock-Ups • Production Art • Cross-Functional Collaboration

TOOLS Adobe Creative Suite • Figma • Webflow • Shopify • Wix • Mailchimp • Klaviyo • Miro • Canva • Asana • Monday.com • HubSpot • Google Workspace • Microsoft Office • Slack • ChatGPT

NOTABLE WORK Led the development and evolution of LSPedia's global brand, transforming it into a cohesive, scalable identity system across digital, product, and marketing channels. Additional highlights include building the bold, personality-driven brand and packaging for Meatlicious (1M+ followers) and creating a comprehensive digital brand system for Embody Healing Therapy.

