

Professional Summary

Senior creative and brand leader with 7+ years of experience building cohesive brand systems across digital, product, print and experiential touchpoints. Established and scaled the first internal design function at a growing SaaS company and now manage and mentor two direct reports while partnering with executives, marketing, sales and product teams to translate business priorities into distinctive, scalable brand experiences.

Work Experience

-- Senior Creative & Brand Manager

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

Design Manager • August 2023–June 2024

- Joined a scaling pharmaceutical SaaS company as its first dedicated designer within a three-person marketing team, building the internal creative function during a period when the organization grew from fewer than 30 to more than 100 employees, established an office in India and expanded marketing from three to seven team members.
- Promoted to Senior Creative & Brand Manager within 10 months; now manage two direct reports, establish creative priorities and workflows, and participate in the company’s inaugural leadership and management cohort.
- Led the evolution of a fragmented visual identity into a cohesive, scalable brand system spanning typography, color, photography, templates, digital experiences and customer-facing assets.
- Direct creative across brand, marketing, sales and events, translating business priorities into campaigns, collateral, trade show environments, advertising, presentations, social media and executive communications.
- Partner with R&D and development teams to redesign the OneScan software interface, improving usability and creating a more cohesive experience between the product and master brand.
- Built brand guidelines, reusable templates, shared asset libraries and training resources that strengthened consistency, increased team efficiency and enabled employees across a growing global organization to represent the brand effectively.

-- 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 strategy and positioning into a cohesive visual experience.
- Created logo concepts, typography systems, 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 enabled consistent execution across digital experiences and marketing materials.



Freelance Brand Designer & Creative Director

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, welcoming user 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.

Graphic 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 portfolio 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, creating branded site experiences and 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.

Education

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

Skills

Brand Strategy • Brand Identity • Visual Systems • Creative Direction • Art Direction • Team Leadership • People Management • 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

