

Brand Strategist & Web Enthusiast — An intuitive designer and empathetic storyteller. Possesses the sort of head for strategy that would have done an incredible job leading armies (according to her mom). Highly skilled at helping people enjoy using the internet.

Work Experience

Studiothink

Director, Digital Strategy and Design Jan 2023 - Current

- Using SEO, PPC, and UX strategies, elevated the web presence of a \$1B healthcare company to first-page rankings for all 130+ locations, achieving a 50% surge in conversions and 150% ROI on lead generation campaigns.
- Guided the interactive department to amass \$1M+ in revenue since 2021 through pioneering website and UX/UI initiatives.
- Directed teams of up to 7 members, consistently securing successful project outcomes and deepening client relationships.
- Formulated client-centric strategies, resulting in a 30% increase in satisfaction and a 20% rise in repeat business.
- Leveraged data insights to enhance interactive designs, achieving a 15% growth in website conversions and a 10% decline in bounce rates.

Studiothink

Art Director, Digital Design Manager Jan 2018 - Feb 2023

- Scaled the agency's digital design capabilities, forming an independent department that drove a 20% revenue boost.
- Pioneered visual standards for designers, achieving a 30% uptick in brand cohesion and consistency.
- Enhanced brand narratives with client teams, capturing a 25% increase in new business ventures through strategic pitches.
- Orchestrated visual asset creation, achieving a 15% budgetary savings without compromising asset quality.
- Boosted project efficiency by fostering team collaboration, cutting turnaround times by 20%.

Studiothink

Graphic Designer Nov 2013 - Jan 2018

- Delivered standout print and digital designs that enhanced user engagement, strengthened brand consistency, and effectively conveyed core messages.

JumpStart Inc.

Visual Communications Manager Jan 2012 - Nov 2013

- Spearheaded the organization's brand identity, achieving unified and powerful representation across diverse channels.
- Crafted unique narratives and visuals for the investment portfolio, enhancing resonance with potential investors and stakeholders.
- Elevated the organization's multimedia profile by producing versatile video content and fulfilling key graphic design roles.

JumpStart Inc.

Graphic Designer Aug 2010 - Jan 2012

- Translated intricate concepts into compelling visuals alongside team partnerships, fortifying brand identity and aligning stakeholder messaging.
- Blended creativity with market intelligence to craft engaging graphics, elevating brand exposure and meeting diverse internal needs.

Case Western Reserve University

Design Intern May 2010 - Aug 2010

- Assisted in photo retouching, system organization, and supported photoshoots, ensuring high-quality visuals and streamlined asset management for the university.
- Contributed to the layout design of annual reports and crafted event materials for a pivotal university fundraiser, enhancing the institution's branding and outreach efforts.

Education

Cleveland State University

Bachelor of Arts, concentration in Graphic Design Aug 2007 - Dec 2010

- Valedictorian of the College of Liberal Arts and Social Sciences, graduated summa cum laude

Skills

Software

Adobe Photoshop, Adobe Illustrator, Adobe InDesign, Adobe Premiere Pro, Adobe After Effects, Figma, Sketch, Wordpress, Squarespace, Shopify, Wix, Google Workspace, Microsoft Office, MailChimp, Constant Contact

Interactive

website strategy and design, UX/UI, information architecture and navigation design, responsive and mobile-first design principles, HTML/CSS, social media and digital ad campaign conception and creation, SEO strategy and management, web accessibility standards and guidelines, A/B testing and data-driven design decisions

Leadership

strategic thinking, team leadership, project management, client relationship building, account coordination, adaptability, efficient time utilization, problem-solving, mentorship, communication

Creative

brand architecture, logos + identity systems, creative concept development, brand guideline creation, art direction, graphic design, lettering and typography, image editing and retouching, print and digital production, illustration and iconography

Industry Experience

Healthcare, Senior Living, Non-Profit, Government, Cleantech, Beauty, Retail, Hospitality, Legal, Education, Startups, Tech, Finance