

STAFF DESIGNER | BRAND AND DIGITAL EXPERIENCES

Senior graphic designer with 20+ years of experience transforming complex ideas into compelling visual narratives that drive brand engagement and business results. Throughout my career, I've partnered with large companies, innovative startups, and creative agencies to deliver strategic design solutions across print, digital and multimedia platforms. My expertise spans brand identity development, presentation design, UX/UI, and art direction, with a proven track record of leading cross-functional teams and mentoring emerging designers. I combine deep technical proficiency in industry-standard tools with emerging AI technologies, leveraging generative design tools and machine learning to enhance creative workflows while maintaining the human touch that defines exceptional design. I stay ahead of design trends—including the AI revolution—while upholding timeless principles of effective communication. I thrive on solving challenging design problems and creating work that resonates with diverse audiences. I am always eager to connect with fellow creatives, potential collaborators, and brands looking to elevate their visual presence in an AI-augmented world.

CORE COMPETENCIES

Creative Direction | Brand Systems | UX/UI Design | Strategic Storytelling | Digital Design | Cross-Functional Collaboration | Presentation Design/Storyboarding | Prototyping | Data Visualization | DesignOps | Leadership and Mentorship

DESIGN TOOLS AND TECHNOLOGIES

Adobe Creative Cloud (Photoshop, Illustrator, XD, After Effects, InDesign) | Figma | Keynote | Microsoft Office (PowerPoint, Word, Excel, Visio, Teams, OneDrive) | Google Workspace (Google Slides, Google Docs, Google Sheets) | Web Design | WordPress | Wireframing | Typography | Storyboarding | Claude | Adobe Firefly | Copilot | ChatGBT

PROFESSIONAL EXPERIENCE

Senior Creative Manager, OPTIV, New York (Remote) | *November 2023 – October 2025*

- Developed and implemented appropriate design strategies working along internal clients and leadership to understand business needs as well as industry best practices
- Worked collaboratively to develop programs and deliverables that meet a wide range of proposal needs
- Collaborated with team of designers to elevate all creative outputs, maintain consistent proposal and brand standards and processes across the team
- Reviewed, edited, and ensured graphics and proposal designs are properly executed to align with established standards and well as client requirements
- Partnered with internal teams to implement and improve document, template, and image libraries (auditing, modifying, updating and posting)
- Mentored teammates, supported task coordination, modeled values, encouraged peer learning, cascaded information, reinforced priorities and shared team insights, and supported decision-making processes
- Contributed creative design for internal and external company events, including branding, presentations and marketing materials to enhance attendee engagement and brand consistency
- Leveraged AI tools (Adobe Firefly, Claude, Microsoft Copilot, ChatGPT) to enhance design workflows and creative problem-solving
- Supported the Art Director in developing visual concepts and executing projects from inception to completion
- Proven ability to work in a fast-paced, rapidly evolving environment while maintaining a high level of creativity and attention to detail

Graphics Specialist Supervisor, NexantECA, Inc., White Plains, NY | *February 1998 – November 2023*

- Lead and manage graphics department and ensure projects are delivered on time through strict oversight, project management, proofreading, and efficient production scheduling.
- Marketing/Design team member for company re-branding project.
- Accountable for creative, visually compliant, and timely design, formatting, and production of professional-level presentations, proposals, reports, marketing materials, and other corporate print and digital collateral.
- Increased the efficiency of book production by 25% by switching the print direction.
- Contributor/designer of the data visualization team, providing creative support.
- Create engaging training materials to enhance staff's understanding and practical application of design concepts and brand-specific templates.
- Resolve software-related challenges by providing guidance on software usage, settings, and workarounds to maintain brand continuity.

Freelance Designer and Creative Consultant, New York | *May 2018 – November 2023*

Designed graphics, logos, and illustrations for print and digital media.

- Developed concepts and layouts for websites, brochures, and other marketing materials.
- Collaborated with copywriters, photographers, and other designers to create promotional materials.
- Managed client's website via WordPress (updating content, editing photos, designing graphics)
- Create and maintain design standards/guidelines and templates.
- B2B marketing designer for various clients
- Working knowledge of UI/UX design, producing landing pages, and mobile sites (wireframing)
- Digital marketing designer (social media posts)
- Managed design token libraries, streamlining design-to-development workflows
- Architected and developed a comprehensive design system in Adobe XD, using master components and nested components to standardize UI elements across multiple product lines.

EDUCATION - The College of New Rochelle, NY

Bachelor of Fine & Studio Arts | GPA: 3.5