

PROFILE

Passionate and innovative Senior Art Director with expertise in conceptual design, brand development, and creative problem-solving across the tech and healthcare industries. Experienced in leading cross-functional initiatives from strategy through execution while delivering impactful creative solutions in fast-paced environments. Skilled at building strong partnerships with creative teams, product teams, and stakeholders through collaboration, close communication, and strategic planning. Adaptable, forward-thinking designer leveraging emerging technologies like AI to enhance workflows and deliver impactful creative solutions.

EXPERIENCE

Senior Art Director | Carrot Fertility

May 2023 - Present

- Lead designer for organic social media campaigns, growing the company's audience from under 100K to 400K+ followers in 2.5 years while expanding global brand presence.
- Partners with cross-functional teams such as Growth & Engagement, Product Marketing and Sales to develop customer-facing campaigns, including email marketing, landing pages, communication toolkits, sales presentations, RFPs, and other strategic marketing assets.
- Collaborates on Carrot member journey videos and photoshoots alongside a videographer, ensuring consistent brand storytelling across digital channels.
- Manages and mentors a Production Designer, overseeing projects from concept through execution while supporting professional growth.
- Creates scalable content management system (CMS) workflows and templates using AI tools like Claude to streamline content creation and enable cross-functional teams to produce brand-aligned assets.

Senior Graphic Designer | Refine Labs

February 2022-May 2023

- Created compelling Demand gen focused social media campaigns for the B2B SaaS market.
- Collaborated closely with copywriters, art directors and demand gen directors to help translate the clients' vision into captivating design solutions that drove results.
- Assisted with the development of company specific product landing pages.
- Presented creative concepts and strategies to stakeholders and actively communicated research on performance data.

Graphic Designer | D&H Distributing

May 2021 - February 2022

- Created compelling designs that identify specific messages or strategies relevant to each project scope.
- Produced email graphics and other visual designs for various corporate sponsored events.
- Worked closely with marcom coordinators and project managers to create and develop ads, logos and other graphic materials to support business operations and client outreach.

Digital Graphic Designer | PSECU

September 2017 - April 2021

- Led complex print and digital projects from initial concepts through final execution.
- Designed digital campaigns, including display ads, social media, OOH billboards, environmental graphics, and landing pages in collaboration with web and UX teams.
- Created 2D motion graphics and animations using After Effects and Premiere Pro.
- Led design and animation efforts for high-profile partnerships and collaborated on video editing for interviews and TV spots.
- Mentored junior designers by providing creative guidance, fostering professional growth, and ensuring brand consistency and design excellence across projects.

Graphic Designer | Pavone Marketing Group

January 2014 - September 2017

- Developed compelling visual designs using Adobe CC to create impactful and engaging brand experiences for both print and digital media.
- Worked alongside the web development team to create re-targeting digital display ads for landing pages for various clients in the healthcare and food and beverage industries.

EDUCATION

Harrisburg Area Community College

Associate of Arts in Graphic Design Degree — 2010-2013



DESIGN & SOFTWARE SKILLS

Adobe CC Suite | Figma | Claude | Asana

Art direction | Brand identity | Social Media | Production | Campaign development

