

PROFESSIONAL SUMMARY

Multidisciplinary brand and graphic designer with 6+ years of experience across in-house, freelance, and graduate-level design, creating cohesive visual systems for campaigns, presentations, sales collateral, social, web, print, and events. Promoted to Senior Graphic Designer at Payroc for delivering polished, brand-consistent work across Marketing, Sales, HR, Finance, and executive teams. Skilled in Adobe Creative Cloud, Figma, PowerPoint, Canva, motion/video, and AI-assisted creative workflows.

EXPERIENCE

Senior Graphic Designer | Junior Graphic Designer

[Payroc](#) | Remote | Aug 2022 – Sept 2024

Promoted from Junior to Senior Graphic Designer in August 2023.

- Created brand-consistent digital and print assets for Marketing, Sales, HR, Finance, Reporting, and executive teams across campaigns, reports, social media, internal communications, and events.
- Developed and maintained brand guidelines, reusable templates, and scalable design systems to strengthen consistency across departments and channels.
- Designed executive presentations, sales decks, one-pagers, infographics, social graphics, and event collateral from concept through production.
- Managed multiple concurrent requests and collaborated with stakeholders, UX/UI designers, and print vendors to deliver polished, production-ready work on deadline.

Freelance & Independent Graphic Designer

2025 – Present

- Develop brand systems and production-ready assets for freelance clients, including brand guidelines, reusable social media templates, supporting digital content, YouTube thumbnails, and chroma-key video editing.
- Create 3D assets for independent and collaborative projects, including a video game character model, custom board-game pieces, and functional card/token organizers using Blender, FreeCAD, Tinkercad, and Sloyd AI.

Design Quality Evaluator

Independent Contractor | May 2026 – Present

- Evaluate AI-generated slide decks and presentation materials using structured criteria for visual quality, layout clarity, hierarchy, usability, style consistency, and overall polish.
- Provide detailed, actionable feedback to identify design issues, compare creative outputs, and support AI model training and evaluation.

EDUCATION

Master's in Graphic Design

Academy of Art University, San Francisco, CA

2018 – 2021

B.S. in Marketing Communications

Endicott College, Beverly, MA

2011 – 2015

TECHNICAL SKILLS

Adobe Creative Cloud

Illustrator, Photoshop, InDesign, Acrobat, After Effects & Premiere Pro

Ai

Ps

Id



Ae

Pr

Figma | InVision | Canva

Microsoft PowerPoint | DaVinci Resolve | Mailchimp

Brand Systems | Presentation Design | Typography

Color Theory | Layout & Composition | Print Production

Motion Graphics | Video Editing | UI/UX Principles

HTML & CSS | WordPress | Social Content

AI-Assisted Workflows | ChatGPT

Midjourney | Google Gemini

CORE STRENGTHS

Brand Consistency | Design Thinking

Stakeholder Communication | Collaboration

Creative Problem Solving | Project Prioritization

Production Design | Attention to Detail

FEATURED PROJECT

Two Silver Brewing

Integrated Brand Experience | 2026

- Developed a high-fantasy CPG identity and scalable visual system spanning packaging, AI-assisted 3D assets, and motion.
- Extended the brand across a responsive HTML/CSS microsite with custom video backgrounds and an interactive Figma e-commerce prototype using variables to simulate checkout flows.

Graphic Designer[Multimedia Focus](#) | Marblehead, MA | Jun 2021 – Nov 2021

- Delivered end-to-end brand and digital design projects, including logo development, website redesigns, corporate presentations, and visual direction for live-streamed events.
- Produced promotional static ads.

Graphic Design Intern[mobUX](#) | Remote | Jun 2020 – Aug 2020

- Designed static and motion social media graphics for Instagram and Facebook, along with webpage mockups and brand concepts.
- Contributed to logo development and visual identity design.

Digital Marketing Coordinator

Go Blue Tours | Wakefield, MA | Oct 2015 – Apr 2017

- Designed digital ads, print materials, social graphics, and promotional video content for student travel campaigns.
- Managed multi-platform social content through Hootsuite, maintained the WordPress website, supported SEO, and set up Google and Facebook ad campaigns.

Marketing Support Intern

C-4 Analytics | Saugus, MA | Aug 2014 – Dec 2014

- Created and scheduled social media content for client campaigns across Facebook and Twitter.
- Supported local SEO and paid-search initiatives by managing business listings, monitoring PPC performance, optimizing Google Business Profiles, and validating analytics tracking tags using basic HTML.

Videographer & Video EditorThe Priestley's Fine Art Photography | Lynnfield, MA
Mar 2010 – Aug 2012

- Filmed and edited client events, created sports and graduation videos, and authored final DVDs with custom title and scene-selection menus.

Pickup Clerk

King Soopers | Fort Collins, CO | Aug 2025 – Jun 2026

Recovery Clerk | Tire TechnicianBJ's Wholesale Club | Northborough, MA
Aug 2020 – May 2021**Recruiter**

Sevenstep RPO | Boston, MA | Sept 2018 – Apr 2020

Business Development Representative

Goji Insurance | Boston, MA | Oct 2017 – Jun 2018