



## Professional Design Experience

Finger Lakes Area Chamber of Commerce, Geneva, NY

### Graphics & Social Media Designer

March 2022 – Present

- Design marketing materials for events and sales
- Website management and updates
- Membership outreach and retention
- Event planning and management
- Creation of newsletters and eblasts
- Social media management and design
- New member sales
- Chamber rebranding

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FujiFilm (Akkodis)

### Graphic Design/ UX/UI Designer/ Architect Design

January 2023 – Present

- Create Mock-Ups for website and app designs and interfaces adhering to corporate branding guidelines.
- Design layouts for PowerPoint presentations for prospective clients including Target, Walmart, Urban Outfitters, Walgreens and CVS
- Worked with project leaders to make sure best practices and creative needs were met with attention to composition, layout, typography, and design for each project
- Edited photos to market products for web and presentation purposes
- Create graphics for presentations
- Logo Design
- Consulted on web development for sites during the design process
- Produces graphics for Walmart in-store photo kiosks and vestibule app
- Created assets for branded Snapchat filters

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Lincoln Hill Farms, Canandaigua, NY

### Graphics & Social Media Manager

April 2021 – December 2022

- Create marketing materials for concerts and events
- Overseeing and creating social media content for Facebook & Instagram
- Manage the ticketing site for concerts and events including setting up ticketing groups and discounts
- Banner creation
- Website design and management
- Photography
- Prepare sales reports, request vendor quotes, open jobs, and organize office and computer files

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CGI Communications, Inc., Rochester, NY

### Graphic & Web Designer

June 2015 – July 2020

- Headed the community banner division; formalized the production process to maximize efficiency
- Oversaw the creation of community maps
- Collaborated with web coordinators, SEO writers and account associates to create websites to fit client needs; implemented changes when needed
- Produced advertisements for Weblink division
- Created social media ads for Instagram and Facebook using Canva
- Managed and created Video Tours; advised back-end developers to increase efficiency for redesigned tour interface
- Pioneered the reclamation of display materials; replaced out of date prefabricated banners with ones produced in house in order to conserve resources

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### Art Producer

June 2013 – July 2015


- Coordinated the creation of websites and custom logos between artists and clients
- Supervised the creative process and provided quality control
- Purchased domains and set up hosting
- Consulted with clients and advised for the best results
- Devised strategies for improving efficiency
- Created and managed Video Tour Books

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### Graphic Artist

January 2008 - June 2013

- Worked with international client base to create video-based advertising, websites, logos, and various collateral materials for internal marketing and advertising purposes
- Delegated creation of Video Tour Books which displayed all materials created by the company; maintained and trouble shot communities as needed

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Wegmans, Henrietta, NY  
**Photo Gift Fulfillment**

November 2007 – January 2008

- Scanned customer photos, color corrected to match original, placed the scans into templates for personalized photo gifts (calendars, mugs, cups, sweatshirts, woven blankets) and printed for application where possible
- Responsible for the submitted photos, taking care of them and keeping them organized

Prographic, Buffalo, NY  
**Graphic Designer**

July 2004 – November 2006

- Involved in all aspects of the design process including initial design creation, fabrication, and completion of final product as well as collaboration with sales team to meet the specific needs of each client

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## Other Design Experience

Premium Mortgage Corporation, Rochester, NY  
**Senior Designer**

August 2022 – November 2022

- Designed advertising materials for home sales (flyers, webpages, door hangers, etc.) that adhered to real estate industry regulations
- Created posts for corporate social media to market services and positive customer experiences
- Produced graphics and print material for internal purposes
- Created emails to promote upcoming open houses

Fingerlakes1.com, Seneca Falls, NY  
**Graphic Designer**

January 2022 – March 2022

- Spearheaded company rebrand
- Worked directly with local clients to design websites
- Created graphics for advertising on website
- Produced custom graphics for podcasts

Rochester Scottish Pipes and Drums, Rochester, NY  
**Contract Website Creator & Advertisement Designer**

September 2001 – Present

- Create and maintain band website
- Create print advertisements and various graphics

Fifth Year Productions, Rochester, NY  
**Contract Character Design & Illustration**

May 2010 - July 2011

- Worked on publishing projects creating character designs and illustrations for a proposed children's book series

HazMat Review, Rochester, NY  
**Contract Cover Designer**

November 2006 – June 2010

- Created unique covers for a poetry and short fiction anthology periodical

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## Design Competencies

- Advanced knowledge of Adobe Photoshop, Adobe Illustrator, Adobe InDesign, Adobe Dreamweaver, Adobe Premiere Pro, Adobe XD, WordPress, Divi Website Builder, Canva, Constant Contact, Robley, Workfront, Teams, Zoom and Microsoft Office Suite
- Experience on both Mac and PC platforms and programs, with advanced system experience in Mac OS X

## Education

SUNY Oswego, Oswego, NY

- Bachelor of Fine Arts in Graphic Design, Minor in Art History, December 2002


## Exhibitions

- 40th Annual Juried Student Art Exhibition, SUNY Oswego, Spring 2003
- BFA Show, Tyler Art Gallery, SUNY Oswego, Winter 2002
- 39th Annual Juried Student Art Exhibition, SUNY Oswego, Spring 2002

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## Published Work

- Aliens Art Book, Published by Titan Books, September 2021

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