
EDUCATION

GRAPHIC DESIGN BFA • UNIVERSITY OF FLORIDA

AUG 2019 – MAY 2023

EXPERIENCE

GATOR CASES • TAMPA, FL

GRAPHIC DESIGNER II

JAN 2025 – PRESENT

- Developed and implemented company-wide brand standards and scalable guidelines for packaging, print, and marketing across 10 different brands and product lines
- Designed new packaging concepts from initial brief through final production, considering visual consistency, manufacturability, and market alignment
- Collaborated with marketing and sales departments to create e-commerce graphics that contributed to a 40% increase in sales and improved return rates on 110 items
- Led the creative direction and design development for 12 guitar strap collections, collaborating with product managers and manufacturers to create unique, market-leading designs
- Managed multiple concurrent design projects under tight deadlines

GRAPHIC DESIGNER I

OCT 2023 – JAN 2025

- Led a full packaging re-brand for over 200 SKUs, improving brand recognition and consistency across multiple product lines
- Designed and delivered production-ready assets and packaging dielines, with precise formatting, color accuracy, and print/manufacturing specifications
- Responsible for writing and illustrating product instruction manuals, employing clear information hierarchy and attention to detail

Q LTD DESIGN STUDIO • ANN ARBOR, MI

GRAPHIC DESIGN INTERN

MAY 2022 – AUG 2022

- Collaborated on the development of client websites, print collateral, social media content, advertisements, and videography projects
- Managed and organized design assets and project files, streamlining workflow and supporting efficient project execution across team members
- Effectively understood client objectives, providing design solutions aligning with their goals

FREELANCE • REMOTE

GRAPHIC DESIGNER

2018 – PRESENT

- Worked on a diverse range of projects including logo development, published book artwork, promotional graphics and merchandise, illustration, and packaging
- Cultivated and maintained positive client relationships through dependability, attentive communication, and a proactive approach to feedback
- Set and managed project schedules, consistently meeting deadlines ahead of time

SKILLS

ADOBE CREATIVE SUITE • BRANDING • PACKAGING • TYPOGRAPHY • LAYOUT • ILLUSTRATION
PHOTOGRAPHY • VIDEOGRAPHY • RESEARCH • PRODUCTION • MOTION • PROTOTYPING • COPYWRITING