

{experience}

Field&Flower

Graphic Designer | Nov 2017 - Present

Field&Flower is a London-based online food subscription company delivering free-range and grass-fed meat and fish across the U.K.

- Conducted bi-weekly creative meetings to review creative content to ensure brand consistency and messaging. **Implemented new strategies** based on collected marketing reports.
- Achieved a successful partnership with **Amazon's Treasure Truck** through designing packaging, landing pages, flyers and product photography that was used across all of Amazon's creative channels. Promotion **sold out within 51 minutes** of launch. Field&Flower's creative collateral incorporated into Amazon's Treasure Truck brand guidelines for all new vendors.
- Developed **A/B testing modules** and dynamic content to target select customer groups and gather key data. Charted email data and analytics to identify opportunities to increase sales.
- Competitively priced various printing companies to **drive marketing costs down**. Submitted and supervised all print orders, accepted delivery and ensured quality control.
- Constructed WordPress landing pages, updated web banners and product imagery. Liaised with web developers on new design layouts for both **mobile and desktop** applications.

Creative Assistant | Feb 2017 - Nov 2017

- Conducted weekly **recipe photography** with in-house chef. Composed quality imagery through studio lighting and **prop styling** for each shoot.
- Designed **investment deck** and business plan to pitch and deliver Field&Flower's crowdfunding goal. **Achieved £877,000 investment** and overfunded by 16%.
- Assisted campaign manager to create **crowdfunding campaign** emails to target customers and experienced investors to invest in Field&Flower.
- Developed **all company packaging and printed collateral**. Liaised with Operations Manager to develop any special requirements for packaging to adhere to food safety standards.
- Designed and published over 4,000 copies of **Herd magazine** to promote Christmas sales.
- Constructed weekly email marketing campaigns utilising Dotmailer. Executed email marketing strategy to achieve **record-breaking sales** for Christmas.
- Implemented new **tradeshow artwork** that premiered in leading London and U.K. based food shows including: Taste of London, Kings Cross Canopy Market, BBC Good Food Festival, Foodies Festival London and many more.
- Collaborated with copywriter and marketing team daily to communicate project needs and deadlines.
- Maintained **records of monthly marketing spend** and order frequencies to assist in budgeting and competitive pricing.

Freelance

Graphic Designer & Photographer | Aug 2011 - Aug 2017

Specialising in branding, packaging, tradeshow design, photography, and all other marketing materials. Serving a multitude of U.S. and London-based clients to address their individual brand visions and promote their business growth.

{project experience & top contract clients}

Logos & Branding

Created unique logos to revitalize brand identities, promote innovation, and increase brand recognition. Integrated new logo with all accompanying marketing collateral. Utilised vector programs.

Red Owl Boutique | Urban Agriculture "Home Seed Home" | Kimberly Wahlberg Co.
A.A. Welding & Fabrication | Hazel & Harmony

Product Catalogues

Developed product catalogues, often within very limited timelines. Employed InDesign template layouts. Incorporated original product photography. Focused attention on brand consistency and clear messaging.

- Able Hotel Media | Spring 2017, 16 pages.
- Kelim Jewelry | Fall 2016, 27 pages + Supplement | Spring 2015, 12 pages. | Fall 2015, 147 pages.
- Hazel & Harmony | Winter 2016, 12-pages. | Spring 2016, 12-pages. | Winter 2015, 12-pages.
- Urban Agriculture | Spring 2017, 16-pages. | Spring 2016, 12-pages.

Packaging Design

Designed product packaging using complex typographic layouts for a wide variety of shapes, styles, and materials. Formats included labels, tags, laser-etched wood, & printed fabrics.

- Urban Agriculture | Grow kit packaging and cocktail kit labels. Garden game rucksacks, boxes, and tags. Infused cocktail ice labels and boxes. Olive oil labels and boxes. Infused tea labels.
- Hazel & Harmony | Collection cards for #BeCentered, #BeEssential, #BeCharmed, #WeAreBrave, Collection cards for Luna & Glimmer. Choker necklace cards. H&H jewelry pouch.

Product Renderings & Presentations

Created realistic product renderings utilising 3D programs and Photoshop techniques. Produced detailed specs for mass production. Developed presentation boards and articulated product highlights.

- Hazel & Harmony | #WeAreBrave charm design rendering.
- Able Hotel Media | Screen rendering. Client presentation & video.
- Urban Agriculture | Cocktail ice and garden rendering. Trader Joe's grow kit presentation. Bloomingdale's cocktail kit presentation.

Website Design & Email Marketing

Developed customer email blasts, banners, and social media posts. Improved and maintained e-commerce websites. Liaised with web developers to design pages. Uploaded new product content and customized images. Simplified navigation and content to streamline user experience.

- Urban Agriculture | Oprah's Favorite Things Campaign | Website development.
- Vasant Designs | NYNOW Tradeshow Campaign | JCK Tradeshow Campaign.
- Kelim Jewelry | InStore Chicago Campaign | JCK Jewelers' Choice Awards Campaign.
- Kimberly Wahlberg Co. | New Partnerships | Seasonal Promotions | Website development.
- Able Hotel Media | Website development.

Tradeshow Artwork

Designed tradeshow banners and signage. Developed full-scale artwork utilising original lifestyle photography. Dispatched print-ready files to printing facilities.

- Urban Agriculture | Atlanta Intl. Home & Gift (Second largest gift show in U.S.)
- Hazel & Harmony | NYNOW, 3 seasons (Largest tradeshow in U.S. Northeast)

Advertising & Promotional Materials

Developed printed & digital art for promotional purposes including magazine ads, POP signage, postcards, sell sheets, brochures, business cards, etc.

- Kimberly Wahlberg Co. | Vendor sell sheets | Vendor postcards | Business cards.
- Hazel & Harmony | Stone meaning POP signage | #BeCharmed POP signage. | Color Palettes Signage.
- Urban Agriculture | POP signage Holiday Collection & Cocktail Kits.
- Kelim Jewelry | *Retail Jeweler* Magazine Advertisements. Created quarterly. 23,000 distribution | INSTORE Magazine - SMART Jewelry Show. 22,000 distribution | Trifold brochure.

Product & Lifestyle Photography

Photographed both isolated product images and lifestyle images. Created original compositions, layered studio lighting, and mass image editing.

Hazel & Harmony | Kelim Jewelry | Cloth/Curios | Able Hotel Media

Chavez for Charity

Senior Graphic Designer & Photographer | Jan 2016 - Aug 2016

Chavez for Charity is a give-back jewellery company based in New Jersey with over 3,000 retailers nationwide and online direct sales.

- Managed multiple, concurrent projects in different stages. Prioritised items daily to consistently meet deadlines. Trained, supervised and provided **art direction** to junior designer.
- Designed and implemented **new company logo** and graphics motif to establish a recognisable brand for all marketing collateral.
- Designed full-scale, **tradeshow exhibit artwork** for 6 consecutive seasons at NYNow, Fine Line Las Vegas, Portico Collection Dallas, Seattle Gift Show, and Atlanta's America's Mart.
- Constructed comprehensive **catalogues and packaging** to launch new products and promote best-sellers twice annually. Gathered post-season feedback from national representatives to identify opportunities to increase sales.
- **Photographed product and lifestyle images** for online and printed use. Composed quality imagery through jewellery positioning, lighting, and live model direction.
- Competitively priced various printing companies to drive marketing costs down by 70% for key printed materials. Submitted & **supervised all print orders**, accepted delivery, and ensured quality control.

Graphic Designer | May 2013 - Dec 2015

- **Collaborated with copywriters and product developers** to establish messaging for each collection. Contributed mood boards, mechanical comps, and photography to creative process.
- Created **weekly email marketing** campaigns through Mailchimp and social media.
- Prepared **print-ready ads** for leading gift industry magazines such as Better Homes & Gardens, PRESENT Magazine, The Gift Book, and Gift Shop Magazine.
- **Rendered jewellery components** using 3D programs and delivered specifications for custom fabrication. Includes the unique logo bead that adorns every product by Chavez for Charity.
- Contributed to company-wide efforts in **raising over \$1,000,000** for charities worldwide.

{skills}

Design

Illustrator, Photoshop, InDesign, Rhino, Keyshot, Solidworks, After Effects, Lightroom

Technical

Product & Lifestyle Photography, Prototyping, Sketching, Rendering, 3D Model Making

Marketing & Admin

Dotmailer, Constant Contact, MailChimp, Shopify, Keynote, Microsoft Office

{education}

Bachelors of Industrial & Interaction Design

Syracuse University, Syracuse, NY | Aug 2010 - May 2015

Syracuse University London, U.K. | Spring Semester, 2014

Summa Cum Laude GPA 3.92 (95%)

{awards}

University Scholar | 2015 **London Design Factory Finalist** | 2014 **Dean's List** | 2010 - 2015
Student of the Year, Department of Design | 2013 **SU Leadership Conference** | 2012