

## EXPERIENCE

### Senior Graphic Designer Burkhardt Dental Supply

October 2022 – Present

Collaborated closely with leadership and marketing team to shape the overall vision and brand strategy of Burkhardt. Effectively communicated Burkhardt's core benefits throughout all marketing channels. Recommended the best strategy for a visual communications, providing art direction and quality assurance for brand consistency across teams' work. Led the marketing department's transition to a digital asset management tool by developing a comprehensive asset taxonomy to organize all marketing collateral. Collaborated with printers, manufacturers, freelancers and photographers to ensure brand standards across platforms. Managed the visual language of Burkhardt's three private label merchandise lines and new equipment line.

### Graphic Designer Burkhardt Dental Supply

May 2018 – October 2022

Responsible for creating Burkhardt's biquarterly merchandise focused publication called TIPS. Designed packaging for Burkhardt's Private Label lines as well as marketing collateral for the products. Designed digital ads and social media graphics for the brand. Created custom event graphics for large company conferences like their Annual Sales Meeting and Service Conferences. Designed the 2020 Burkhardt Year End Buying Guide and was the production designer for their 2020/2021 Reference Catalog.

### Freelance Graphic Designer Lunabean Media

October 2018 – June 2021

Designed email campaigns for various winery clients and was the lead designer of their SIMI wine account.

### Graphic Artist Alaffia

November 2017 – May 2018

Helped company transition website platform from BigCommerce to Shopify and managed relationship with design firm who built out the new web store as well as duties listed in Alaffia position below.

### Junior Graphic Artist Alaffia

March 2018 – November 2018

Designed print collateral like brochures, flyers, editorial ads, sell sheets etc., to assist the sales department. I also worked on packaging design production and concept development, created social media content, email campaigns, web banners, as well as copy writing, project management, market research.

### Visual Designer Amazon, D1 Team

February 2017 – December 2017

Produced web banners, email graphics, and digital ads following a variety of seasonal and categorical Amazon style guides

### Graphic Designer Wilford Design

July 2016 – January 2017

Developed brand identities, responsive web page layouts, marketing print collateral and packaging artwork production.

### Graphic Designer Western Washington University

July 2016 – January 2017

Worked part-time creating web graphics, animated signage, and print collateral to advertise the University's Continuing Education department's programs and events.

## SKILLS

### Graphic Design

Typography  
Visual Hierarchy

### Branding

Brand Development & Evolution  
Working in & Building Brand Guidelines

### Print Design

Offset, Digital & Flexo Printing  
Prepress Proofing/Press Checks  
Long Format Catalog Publications

### Digital Design

Responsive Web Design  
Email Marketing  
Social Media Content

### Packaging Design

Dieline Creation and Production  
2 Color (Pantone/Spot Color)  
4 Color Printing

### Marketing

Copywriting  
Presentation Design  
Event Branding

### Art Direction

Concept and Campaign Development  
Brand Consistency/Quality Control  
Project Management

### Market Experience

Consumer Packaged Goods  
Medical/Dental Industry  
Beauty/Personal Care  
Wine/Spirits  
Education  
B2B & B2C

## PROGRAMS/PLATFORMS

### Adobe Creative Cloud

InDesign, Photoshop, Illustrator

### Email Marketing

MailChimp, Constant Contact

### Website Hosting

WordPress, SquareSpace, Shopify

### Project Mangement

ClickUp, BaseCamp, Zoho

## EDUCATION

### Bachelor of Arts in Design

Western Washington University

### AIGA Web Design Certificate

American Institute of Graphic Arts