

PROFILE

Brand Systems Lead with a decade of experience translating brand strategy into scalable production frameworks — templates, modular systems, and production workflows that support speed, consistency, and quality across channels and teams. I work hands-on as a design lead while also elevating the output of the broader team, and I've done that work from single-product startups to national retail scale.

- EXPERIENCE
- Lead Graphic Designer — Willow

NOV 2021 – JUL 2026 · LOS ANGELES

 - Led editorial and campaign design across email, DTC, and paid/organic social for a maternal-care brand scaling from a single flagship product to a national retail presence.
 - Translated the brand's creative direction into a scalable design system — modular templates and production frameworks that supported consistent, high-volume output across email, DTC, and social as the brand scaled through 15+ product launches.
 - Provided design leadership through a full rebrand of key marketing assets, and took ownership of motion/video production after a freelancer's departure.
 - Explored and introduced AI-assisted workflows to increase creative production efficiency.
- Senior Graphic Designer — Bed Bath & Beyond

OCT 2020 – MAY 2021 · NEW YORK

 - Built a scalable production framework for the launch of 8 new in-house owned brands — templates and standards that supported consistent, high-volume design output across email, social, web, in-store, and print.
 - Translated agency-set brand strategy into a repeatable, cross-functional production framework for execution at national retail scale.
 - Owned in-store signage creative strategy and social media design strategy across the owned-brand portfolio.
- Art Director + Graphic Designer — Gleamin

JUL 2020 – DEC 2021 · LOS ANGELES

 - Built brand identity and graphic standards for a DTC skincare brand, partnering directly with the Creative Director.
 - Led design of marketing campaigns for brand launches, milestones, and promotions.
 - Established design standards for organic and paid social, and art-directed the brand's content-creator program.
- Lead Designer — Waft Fragrance

APR 2019 – APR 2020 · NEW YORK

 - Designed and directed UX/UI for A/B-tested landing pages.
 - Built packaging and brand toolkits for 20+ influencer partnerships in collaboration with the marketing team.
 - Built the creative infrastructure for paid performance marketing, from asset systems to testing frameworks.

FREELANCE
ART
DIRECTION
& DESIGN

Shimahara Visual

OCT 2023 – JUN 2024

Environmental & identity design

Chamberlain Coffee

JAN 2023 – NOV 2023

Graphic design, email + print

Odela Health

NOV 2022 – FEB 2023

UX/UI, email, and social design

EDUCATION

Parsons School of Design — New York

AUG 2014 – MAY 2018

BBA, Strategic Design & Management · Minor, Communication Design

SKILLS
& TOOLS

DESIGN SYSTEMS	Brand guidelines, modular templates & production frameworks, cross-channel identity systems, signage & production standards, packaging
CREATIVE DIRECTION	Art direction, content-creator programs, photoshoot direction, motion/video
SOFTWARE	Adobe Creative Suite (Illustrator, InDesign, Photoshop, Lightroom, Premiere Pro), Figma, Canva
CHANNELS	Paid & organic social, email/lifecycle, web, in-store retail, print, UX/UI