

Professional Experience

Senior Designer, VSA Partners

Chicago, IL | February 2018 - Present

- Conduct conceptual exploration, establish direction and design solutions, and ensure successful implementation of that direction through production.
- Identify and resolve client and team issues, perform resource allocations, and lead meetings.
- Help Lead/Creative Director/Executive Creative Director establish art direction of projects.
- Leads specific aspects of design on projects, thinking in both print and digital forms in concept phase.
- Participates to internal presentations and participates in presentations to the clients.
- Manage multiple projects and work with multiple disciplines at one time.
- Assist with keeping deliverables and schedule aligned on given project.
- Motivate account/project team, inspire teamwork and take a leadership role.
- Additional responsibilities as assigned.

Designer, Cactus

Denver, CO | October 2015 - January 2018

- Was responsible to translate a marketing need into a unique, creative brand.
- Contributed conceptually with copy partner, understands the role strategy plays, and help execute ideas across channels.
- Worked together with copywriters, creative directors and account team to provide creative, strategically sound solutions for client, in-house and new business needs.
- Created a meaningful UX/UI using various forms of digital media.
- Was responsible to effectively articulate ideas, present to groups internally and externally.

Graphic Design Intern, LRXD

Denver, CO | October 2014 - June 2015

- Was responsible for creating innovative branding and promotional materials based on briefs obtained from Creative and Art Directors.
- Designed deliverables for various clients including: direct mailers, publications, branding, packaging, brand collateral, print and digital advertising, invitations, signage, social media, and web.
- Worked with account managers to discuss scope, creative brief, and schedule.
- Collaborated with other members of creative services: including copywriters and web designers, to develop print and web solutions for clients.

**Graphic Design Intern,
Shift Workspaces**

Denver, CO | January 2014 - June 2014

- Created printed marketing materials for SHIFT Workspaces, Wheelhouse Apartments and Boutique Apartments.
- Developed digital deliverables and files for use on website.
- Prepared brand documents.
- Assisted with marketing related tasks.

**Account / Brand Manager,
Opus CDM**

Bangalore, India | March 2008 - March 2011

- Brand manager for Seiko Watches India and Nolte Germany.
- Performed market analysis of competition.
- Provided training, education, and technical assistance to the sales force and customers.
- Coordinated with marketing and product managers in developing strategies for new product introductions.
- Planned, designed, developed, and executed organization's marketing plan for assigned brands by establishing effective selling strategies.
- Participated in budgetary process.
- Supervised preparation of manuals and technical publications.

**Client Servicing Executive,
Adverto Advertising**

Bangalore, India |

November 2006 - March 2008

- Created customized advertising solutions for the clients.
- Researched contacts, products, and information on prospective clients.
- Served as primary contact for clients on request and inquires regarding schedules, invoices, pricing.
- Served as a single point of contact for creative, production, accounting and marketing.

**Client Servicing Executive,
Dialog Inc.,**

Bangalore, India |

April 2006 - November 2006

- Developed the firm's consulting infrastructure, including evaluations, billing and organizational structure.
- Planned go-to-market strategies and refined its methodologies.
- Sourced, and managed strategy-consulting engagements across multiple industries.

Education

Bachelor of Arts

Graphic and Web Design

The Art Institute of Colorado, Denver, CO

September 2015

Master of Fine Arts

Graphic Design

Vermont College of Fine Arts, Montpelier, VT

October 2019

Technical Skills

Adobe Photoshop, Adobe Illustrator, Adobe InDesign, Adobe Dreamweaver, Adobe Flash, Adobe After Effects, Adobe Premier, Microsoft Office

Awards and Recognitions

- AIGA Robert Taylor Scholarship, AIGA CO, 2014
- AIGA Award, AIGA VT, 2017
- 2016 Ad Club Denver - The 50 Gala
Colorado Lottery - Atari (TV) | Applejack (Rebrand)
- One Show, Denver, The One Club for Creativity, 2017
Lyra Health - Gold | Man Therapy Website - Silver
- GD USA - Students to Watch, 2018
- GD USA, Packaging Design Awards, 2018
Sunny Rain, Odell Brewing

Affiliations and Positions of Responsibility

- Branding Chair, AIGA CO Board of Directors,
May 2015 - May 2016
- Advisory Board Member of AIGA CO, April 2014 – May 2015
- Member of AIGA, January 2013 - Present