

## Professional Experience

### **Senior Brand Designer, Gensler**

Austin, TX | September 2018 - Present

- Lead the creative efforts of brand design teams on projects from the initial marketing stages through construction and installation.
- Develop and own overall branding concepts and design presentation strategies.
- Build and sustain client relationships; act as the primary design interface with clients, team members, and a wide range of consultants and collaborators, both internal and external.
- Mentor and develop Gensler designers; provide creative direction to design teams.
- Participate in business development and marketing efforts.

### **Senior Designer, VSA Partners**

Chicago, IL | February 2018 - September 2018

- 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*
- Luerzers Archive, 2018  
*Protect Our Winters, The Devil's Crotch*
- Graphis Design Annual 2019, Silver  
*Protect Our Winters, The Devil's Crotch*

## 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