



Education

The College of Saint Rose, Albany, NY | Magna Cum Laude
BFA in Graphic Design, Minor in Art History, Minor in Photography, 2019

Study Abroad

Two-Week Study Tour: Photography in Iceland, The College of Saint Rose, 2019
Ten-Day Study Tour: Studying Michelangelo in Italy, The College of Saint Rose, 2018

Design Skills

Visual communication and concept development from research to completion: identity and branding, business systems, social media & digital content, OOH, editorial design, poster design, information design, collateral design, advertising, illustration, book design, packaging, web and interactive design, and pre-press production

Digital Skills

Excellent in: Adobe Illustrator, Photoshop, InDesign Proficient in: After Effects, Lightroom, and Muse; InVision; Microsoft Office; Familiar with: Studio Photography

Professional Experience

TracyLocke, Wilton, CT | June 2021-present
Art Director

Lead projects and concept decks, present compelling and clear creative ideas to clients, participate in brainstorming, conceptualize and design advertisements, branding, campaigns, websites, illustrations
Clients include PepsiCO, Diageo, TracyLocke Social Media, Carl's Jr and Hardee's, Athletic Brewing Co.

TracyLocke, Wilton, CT | July 2019-June 2021
Associate Art Director

Conceptualize, brainstorm, and design advertisements, branding, campaigns, websites, illustrations
Clients include PepsiCO, Diageo, TracyLocke Social Media

Freelance Designer | 2016-present

Design and conceptualize branding, advertisements, menus, websites, illustrations, and wall murals
Clients include Author Stephanie Harrington, Daley Hospitality, WhyNot Burgers, FI Team, Davida's Salon, and Shaker Pediatrics

TracyLocke, Wilton, CT | Summer 2018
Art Director Intern

Designed with Heineken USA, Dos Equis, Tecate, PepsiCo, Quinnipiac University, HP printers, Catherine Violet Hubbard Animal Sanctuary, TracyLocke Social Media

Honors and Awards

Published Illustrator, Zosia's Easter, Childrens Book, 2021
Gold ADDY, Product or Service Sales Promotion, American Advertising Federation, 2019
Gold ADDY, Integrated Brand Identity Campaign, American Advertising Federation, 2019
Silver Regional ADDY, Integrated Brand Identity Campaign, American Advertising Federation, 2019
Silver Regional ADDY, Product or Service Sales Promotion, American Advertising Federation, 2019
Co-chair and Exhibitor, Senior Show, Esther Massry Gallery, The College of Saint Rose, 2019
Artwork selected, juried Undergraduate Exhibition, The College of Saint Rose, 2017, 2018, 2019
Exhibitor, Lorem Ipsum Show, Picotte Gallery, The College of Saint Rose, 2019
Silver Regional ADDY, Integrated Brand Identity Campaign, American Advertising Federation, 2018
Best in Show Award, Integrated Brand Identity Campaign, American Advertising Federation, 2018
Gold ADDY, Integrated Brand Identity Campaign, American Advertising Federation, 2018

Memberships and Community Involvement

Pro Bono Program Design, Jets Capitol District Hockey Team, New York, 2020-2022
President, AIGA Student Chapter, The College of Saint Rose, 2018-2019
Contributing Member, AIGA Upstate New York, 2017-present
Member, National Society of Leadership and Success, The College of Saint Rose, 2015-2019
Volunteer, Undergraduate Exhibition, The College of Saint Rose, 2017
Volunteer, Reach Out Saint Rose, 2016, 2017, 2018