

PROFILE

Creative, strategic, and empathetic digital designer with an eye for detail, a profound curiosity for people, and a passion for creating meaningful connections between companies and their audiences.

EDUCATION

DesignLab | Dec 2018

Certificate in UX: Interaction Design

Northwestern University | Dec 2018

BA in Film with a Concentration in Interactive Media Arts. Certificate in Integrated Marketing Communications.

Studio Arts College Intl. | July 2017

Art & Art History Summer Program

SKILLS & TOOLS

UX/UI Design	Adobe Suite
Visual Design	HTML
Motion Graphics	CSS
Marketing Strategy	Sketch
SEO and Analytics	Invision
Social Media	Google Analytics
Photography	Autodesk Maya
Video Production	Wordpress
Production Design	Squarespace
Color Correction	
3D Animation	

LANGUAGES

English: native fluency (speak/read/write)

Spanish: native fluency (speak/read/write)

EXPERIENCE

Media Designer | Spiegel Research Center

December 2018 - Present

Building a visual media communications strategy that unveils new insights from the Spiegel Center's Local News Initiative research. Producing data visualizations and animated infographics.

Designer | Northwestern University Student Affairs Marketing

March 2018 - January 2019

Collaborated with copywriters, video producers, and social media coordinators to design eye-catching campus-wide campaigns for the 20+ Student Affairs departments. Produced unique digital and print designs, and crafted engaging motion graphic videos. Maintained consistent communication with clients at all stages of the design process.

Marketing Strategy Intern | Memjet Technology

September - December 2018

Developed a 52-week integrated marketing plan that would increase awareness and sales in selected European markets. Analyzed markets, researched key dates and events, and budgeted hero events.

Design Intern | Stage 773

July - August 2018

Promoted the theatre's annual Chicago Women's Funny Festival across multiple platforms by producing a compelling and informative festival trailer, designing unique festival-branded assets, and maintaining consistent email communications with participants.

Design Intern | Sevensmith

October 2017 - August 2018

Designed marketing collateral, including video, social media graphics, infographics, print materials, and custom packaging, to create a seamless experience of Sevensmith at all customer touchpoints. Revised Sevensmith's style guidelines during company-wide rebranding to best capture the brand essence.

Production Designer | Northwestern University

September 2017 - June 2018

Helped bring four different short films to life by developing visual styles that captured and enhanced the story, and designed sets, props, and costumes to fulfill each vision.