

## › EXPERIENCE

### **Live Nation, Beverly Hills, CA – Graphic Designer**

November 2017 – Present (Contracted)

- Conceptualize and design key art for major musical events throughout the country
- Localize and handle concert artwork and its adaptation across digital platforms
- Strategize and carry out unique marketing campaigns that effectively reach specific target audiences

### **Tank Design, San Francisco, CA – Graphic Designer**

November 2015 – July 2017

- Designed compelling digital products including websites, landing pages, social media and email campaigns for a variety of clients that span the industry from e-commerce to the financial sector
- Managed and designed print materials such as brochures, one-sheets, packaging and large scale print ads which often supplemented digital media
- Led production and design for Live Nation Northern California print and digital platforms including out-of-home advertising and marketing campaigns
- Collaborated with the design team to articulate effective creative solutions for clients and ensured graphic solutions were consistent with brand and style guidelines
- Worked in cross-functional internal teams, ensuring adherence to project goals and aesthetics
- Managed multiple client projects concurrently and met strict deadlines

### **True Clothing, San Francisco, CA – Lead Graphic Designer**

June 2011 – October 2015

- Designed graphics for apparel, catalogs, retail signage, web and promotional materials
- Collaborated with the creative team to develop concepts for seasonal collections, photo shoots and marketing initiatives
- Managed all phases of design from concept to production

## › SKILLS

- Expert in Adobe Creative Suite (illustrator, photoshop, indesign)
- Expertise in typography and type-setting
- Adept at designing for the digital space
- Understanding of front-end development & coding

## › EDUCATION

Academy of Art University, San Francisco, CA

Bachelor of Fine Arts / School of Graphic Design – May 2015