



Professional Experience

Rational Interaction

Contract Senior Designer February 2018 – Present
Senior designer on Amazon Business.

POP

Contract Designer August 2017 – February 2018
Designer on Microsoft EDU, Cloud & Enterprise and Surface Commercial. Work closely with ACD's and AD's on design for infographics, social, display ads, emails, whitepapers and decks.

POSSIBLE

Contract Senior Designer June 2017 – August 2017
Senior designer on AT&T CLM emails, microsites, social.

HackerAgency

Senior Digital Art Director June 2012 – June 2017
Clients: Bing Ads, AT&T

Successes:

- Redesigned Bing Ads DASH program with 650% increase in reach
- Redesigned Bing Ads Onboarding program with 12.5% increase in CTR and 89% increase in CTOR
- Created always-on Bing Ads Acquisition program with a 122% lift in conversion

Recyclebank

Designer November 2011 - May 2012
Clients: in-house

Hill I Holliday New York

Junior Art Director August 2009 - November 2011
Clients: Verizon

McCann Erickson

Art Direction Intern (TAG) June 2009 – August 2009
Clients: Dentyne Ice, Nikon, Women's Professional Soccer

R/GA

Visual Design Intern June 2008 - August 2008
Clients: SC Johnson®, Clean Home Journal™ (Right@Home™), Johnson & Johnson®

Education

University of Minnesota, Minneapolis, MN

B.A. Professional Strategic Communications; Spanish & Portuguese Studies — Graduated with distinction May 2009

Skills & Qualifications

Cross-platform proficient in the following: Adobe Creative Suite; CSS, HTML; Languages spoken: Spanish (fluent), Portuguese (conversationally fluent)