

Always aiming to **drive design thinking** and **innovation** wherever possible.

Highly skilled and innovative Senior Graphic Designer with over 10 years of experience in translating brand guidelines into visually compelling designs. Expertise includes creating cohesive designs for print and digital platforms and collaborating with marketing experts, clients, and internal teams to meet project objectives and ensure brand consistency. Proficient in Adobe Creative Suite, with a strong portfolio that showcases a diverse range of design projects. Known for an open, collaborative, team-focused, and servant leadership style, fostering a supportive atmosphere with clear communication where everyone feels empowered to contribute. Respected for attention to detail, priority on creative excellence, and efficiency with the ability to manage multiple projects while adhering to deadlines and maintaining high-quality standards.

CAREER HIGHLIGHTS

- Orchestrated branding strategies for 3 internal clients (Rice University, Boxer Property, and Kraton Corporation), establishing distinct brand identities and enhancing brand cohesion.
- Self-directed learning of photography and techniques, mastering styles (corporate headshots, architectural, lifestyle, styled photoshoots), and applying expertise to several projects.
- Cultivated a collaborative team culture by establishing a centralized workspace, promoting brainstorming, design thinking, and project management best practices, and leading creative direction for high-impact initiatives, including alumni relations and annual fundraising events at Rice University.
- Pioneered Kraton's headquarters' environmental graphics design, influencing rebranding efforts across 12 additional offices and enhancing global brand consistency.
- Directed and photographed a flagship-styled photoshoot for Boxer's Workstyle brand, defining the visual direction and standard for all future brand imagery.

PROFESSIONAL EXPERIENCE

GRAPHIC DESIGN MANAGER + ART DIRECTOR + BRAND MANAGER
Kraton Corporation | Chemical Manufacturer, 2021-Present

GRAPHIC DESIGNER
Boxer Property | Commercial Real Estate, 2018-2021

GRAPHIC DESIGNER
Stantec Consulting, Inc. | Top-tier Global Design Firm, 2015-2018

TEAM LEAD - GRAPHIC DESIGNER
Rice University | Development + Alumni Relations Divisions, 2012-2015

AWARDS & RECOGNITION

LEADERSHIP AWARD – Kraton 2024
MARCOM AWARDS – Platinum Winner in Creativity | Design 2024, 2023, 2022
POSITIVE DIFFERENCE AWARDS – Kraton 2024, 2023, 2022

EDUCATION

BFA, VISUAL COMMUNICATION
University of Texas at Arlington, 2006-2008

PHOTOGRAPHY + GRAPHIC COMMUNICATIONS FOUNDATIONS
University of Houston, 2002-2005

Houston, TX

LinkedIn

Portfolio

SKILLS

- Art Direction
- Campaign Development
- Corporate Branding
- Design Thinking
- Conceptual Ideation
- Marketing Strategy
- Risk Management
- Layout Design
- Typography
- Color Theory
- Visual Storytelling
- Photography
- Project Management
- Team Collaboration
- Cloud Technology

TECHNICAL SKILLS

- Microsoft Office
- Adobe InDesign
- Adobe Illustrator
- Adobe Photoshop
- Adobe XD
- Adobe Lightroom
- Asana
- Monday
- Wrike
- Teamwork