

## EXPERIENCE

### The Washington Post

Mar 2021- Present

Senior Designer

- Work closely with Marketing & Project Managers to develop custom collateral for proposals that promote various Washington Post platforms.
- Participate in creative brainstorms in response to RFPs to generate innovative visual concepts.
- Collaborate closely with Brand Strategists and Content Creators to make visual concepts come to life.
- Develop and maintain a library of high-quality creative executions across platforms, stock imagery, templates, spec guidelines, demo videos, etc.
- Identify and develop new ad products and solutions that meet client and market needs and position The Washington Post as a leader in innovative digital advertising solutions.
- Present digital advertising solutions to clients/brands/agencies and to internal teams.
- Collaborate with the Head of Design and other Digital Designers to build digital advertising solutions for a wide range of client partners.

### The Washington Post

Feb 2017 - Mar 2021

Interactive Designer

- Partnered with Product Managers, Engineers, Researchers and Content Strategists in overseeing UX products from conception through launch.
- Lead designer on award-winning projects with top brands like AT&T Business, Bank of America, Dell EMC, and Cleveland Clinic.
- Supported pre- and post-sale businesses in determining strategic and innovative brand content solutions.
- Created assets such as wireframes, visual designs, testing and prototyping emerging tech innovations in tandem with developers.
- Conducted and prioritized user testing.

### UNDP

Aug - Nov 2016

Design Intern

- Worked with diverse departments throughout the organization to identify communication needs.
- Designed digital and printed material for the 'By 2030' campaign to promote the Sustainable Development Goals (SDGs).
- Designed infographics for donor brochures, used to build partnerships with donor countries, international financial institutions, and major corporations and foundations.

### The Dow Chemical Company

Jan 2014 - Feb 2017

Freelance Designer

- Designed social media and e-marketing promotional assets including digital invitations, animated infographics and gifs.

### IBM Design Studios

Jul - Sep 2015

Design Intern

- Researched and designed brand communication strategy for IBM Studio Shanghai.
- Researched and translated user behavior into insights, and uncovered unmet needs for developing.

## SKILLS

User Experience Design, User Research, Design Research, Creative Direction, Graphic Design, Data Visualization.

## SOFTWARE SKILLS

HTML/CSS, Sketch, InVision, After Effects, Photoshop, Illustrator, Figma, Principle.

## EDUCATION

School of Visual Arts, New York  
MFA, Design for Social Innovation  
Class of 2016