

## Education

### Columbus College of Art & Design Bachelor of Fine Arts

Major in Graphic Design & Advertising  
Minor in Photography  
Graduated Summa Cum Laude

## Skills

### Print & Digital Design

Adobe Creative Suite  
Brand Identity  
Social Media Design  
Website Graphics  
Paid Media Advertising  
File & Template Creation  
Canva

### Website Design

Figma  
Shopify  
WIX  
Squarespace

### Lifestyle & Studio Photography

Nikon DSLR  
On Set Production Assistant

### Email Campaigns

Klaviyo

### Videography & Editing

TikTok/Reels Video Creation  
Adobe After Effects  
CapCut

## Awards

**AAF ADDYS National**  
Gold Award, Annual Report

**AAF ADDYS Regional**  
Gold Award, Annual Report

**AAF ADDYS Columbus**  
Gold Award, Annual Report

**CSCA Creative Best**  
Award of Excellence, Print

**CSCA Creative Best**  
Award of Merit, Identity

**CSCA Creative Best**  
Award of Merit, Photography

**Chroma: The Best of CCAD**

## Work Experience

### HOMAGE

#### Graphic Designer

January 2021 - Present

- Solely responsible for designing all digital advertising assets generating nearly \$1 million in monthly sales and attracting over 20,000 new customers each month with a consistent ROAS of 3.
- Leverage design expertise to optimize ad performance, enhancing engagement and conversions across platforms.
- Collaborate with the photography team on styling, lighting, and creative direction to produce high-quality campaign visuals.
- Support the Digital Design team in creating weekly campaign emails, social, and web assets.

### Lili Aileen Design

#### Freelance Graphic Designer

*Working with Beauty Industry Pro, Gambit Strategies, Teachers of Tomorrow, Luxe Bridal Brands, GoSocial, Lifetime Quality Roofing, & ICanDoThatDesign.*

March 2019 - Present

- Conceptualized and produced print materials, including brochures, flyer's, and folders, enhancing brand consistency and storytelling.
- Designed and managed social media accounts, increasing visibility and engagement for client campaigns.
- Developed internal marketing collateral, reinforcing company initiatives and brand values.
- Collaborate with photographers and videographers, integrating their shots and enhancing them with text overlays, animations, and audio effects.

### Swoon Paper Co.

#### Design & Production Coordinator

October 2020 - January 2025

- Spearheaded daily operations, managing all aspects of a high-volume stationery business, contributing to over \$800,000 in sales.
- Designed custom orders with precision, ensuring customer satisfaction and earning thousands of 5-star reviews.
- Handled end-to-end order management, including customer communication, vendor coordination, and problem resolution, ensuring seamless production and delivery.
- Built strong client relationships by delivering personalized service and prompt responses, fostering repeat business and customer loyalty.
- Maintained quality control by liaising directly with print shops, ensuring all products met exacting standards before fulfillment.

### Conspire Agency

#### Graphic Design Intern

January 2020 - November 2020

- Created cohesive design themes for marketing collateral and developed multiple logo iterations.
- Participated in weekly team meetings, contributing to concept development alongside senior designers.