



## EDUCATION

### Western Oregon University

BA in Communication Studies  
Minor in Visual Communication Design  
2012–2016

## SKILLS

### Proficient

Adobe Illustrator  
Adobe InDesign  
Adobe Photoshop  
Google Office Suite  
Branding & Identity  
Print Design  
Digital Design  
Illustration  
Typography  
Hand Lettering  
Mac & PC Platforms

### Working Knowledge

Adobe After Effects  
HTML & CSS  
UI/UX Design

## REFERENCES

Available upon request

## EXPERIENCE

### DAKINE

Contract Production Designer | September 2019

Work closely with the Graphics and Product Teams to efficiently execute print and digital layouts for DAKINE Winter 2021 Product Workbook. Organize and arrange visual assets and product details through typographic treatment, photo enhancement, and photo editing, while maintaining best practices, company brand standards, and pre-production practices.

### Caro Creative & Co

Self Employed Freelance Designer | July 2015 – Present

Freelance design work for client-based projects ranging from branding & identity, collateral, illustration, package design, web design, print, and digital design. Clients include Simplify Marketing, Mid-Valley Pain Clinic, and Common Era Collective.

### Talewind Visuals

Contract Multidisciplinary Designer | May 2017 – May 2019

Partnered with leaders of local businesses and non-profit organizations. Working under the Creative Lead, I provided clients innovative design solutions from conception to completion on a range of projects. Created pixel-perfect production files, project presentations and brand guidelines, as well as presented concepts, designs, and design strategies to clients and collaborators.

*Notable projects include:*

- + Little Cannoli Bakery | *Branding & window display*
- + Isaac's | *Branding, signage & type design*
- + Ten Towers Cider Co. | *Branding, packaging design, & illustration*
- + Willamette Valley Fiber | *Vehicle wraps, print & infographic design*
- + Martin Fine Homes | *Branding & sitemap design*

### House of Huckleberry

Design Director & Illustrator | December 2017 – December 2018

Design and development of the brand and visual aesthetic for Huckleberry Magazine, including editorial design and illustration of four quarterly print magazines, while maintaining brand consistency in all printed collateral, and creation of social media graphics when necessary.

### The Journal

Head Page Designer | June 2015 – June 2016

Page Designer | October 2014 – June 2015

Implemented visual refresh and structural re-organization of Western Oregon University's weekly student newspaper, The Journal, including branding, style guidelines, page layout, editorial illustrations, and infographics, and designed ad content when necessary.

## STRENGTHS

- + Curious, with a desire to learn & expand skillsets
- + Skilled at generating multiple design concepts, ideas, & solutions
- + Excellent time-management skills, with unwavering attention to detail
- + Well-versed in current design trends, techniques, & best-practices
- + Strong conceptual thinker & collaborator