

EMPLOYMENT

Alma, New York City
Design Lead, Senior Manager
May 2022 - Present

Manage and oversee the professional development of a team of marketing designers, copywriters and freelancers. Reporting to the Director of Brand Marketing as the senior most creative on the marketing team. Overseeing workload, project delegation and cross functional partnerships. Launched Alma's first campaign Not Just Anyone in 2023, directing visual language for multiple photoshoots and two commercials. Worked closely with the Director of Product Design to ensure lock-step between marketing and product design.

Thirty Madison, New York City
Senior Marketing Designer
April 2019 - May 2022

Managed and oversaw design work for Keeps since 2019, growing the company, Thirty Madison to over a billion dollar evaluation status. Collaborate with Growth Marketing Managers to create successful designs for various channels such as Television, Facebook, Instagram, and CRM. Participated in the expansion of the Keeps team and specifically the designed department. Oversaw and mentored junior designers, copywriters, and freelancers. Launched a successful multichannel campaign, including the 'take over of NYC Fulton Subway Station.' Interviewed countless customers, doctors, and employees of Keeps for social media. Participated in the opening of the brands first Keeps Hair Restoration Clinic in New York City.

CAMPAIGNS

Alma 'Not Just Anyone'
Fall 2023

The Alma platform is centered around the deeply human connection at the heart of therapy. To bring this idea to life, we asked eight real Alma clinicians to talk to us about what makes a good client/provider fit. By putting the focus on these clinicians, we had the opportunity to highlight the diversity of our provider network — and to show that Alma is a place where people seeking mental health care can find someone who truly gets them.

Keeps 'Hair Loss Stops With Us.'
Winter 2022

Together with photographer Ryan Duffin, we set out to revitalize the style of Keeps photography with the goal of showcasing the brands with more personality, style, and highlighting our importance on diversity. Keeps products will fit into the lifestyle of any man. We built sets around different customer personas and photographed each product in a distinct setting. We hired talent that represented a wide range of hair types to model each product so that visitors on the site would be able to see their kind of hair utilizing the Keeps products. Shampoo & Conditioner packaging was redesigned was updated for this shoot.

Keeps 'Easy Solution'
Spring 2022

Keeps ran its first national campaign. 'Hair Loss Stops With Us' was a campaign focused on showcasing real Keeps customers. The commercial was directed by Quirk Studios based in Brooklyn, we flew out 4 customers who shared with us their Keeps stories. The campaign ran across Philadelphia, LA, and New York including a Fulton Street subway station take-over with 536 subway cars, city cabs and city buses.



EDUCATION & SKILLS

Susquehanna University
Bachelors in Graphic Design.
Minor in Art History.

Software

Adobe Creative Suite, Figma, Sketch, Canva, Google Suite, Instapage, Microsoft Office

PUBLICATIONS

The Design of Dissent - Extended Edition

By Milton Glaser & Mirko Ilic
Rockport Publishing Fall 2017

Head to Toe: Nudity in Graphic Design

By Steven Heller & Mirko Ilic
Rizzoli Publishing Spring 2018