

Education

Kutztown University of Pennsylvania 2023-2026
Master of Fine Arts, Communication Design

Kutztown University of Pennsylvania 2019-2023
Bachelor of Fine Arts, Communication Design | Concentration in Graphic Design | Minor in Women, Gender & Sexualities Studies

Industry Experience

Pennsylvania Small Business and Development Center
Kutztown Branch

Assistant Program Coordinator & Lead Brand Specialist
Graduate Assistantship
May 2023 to Present

Advised 40+ clients on developing and sustaining personal brand guidelines for businesses. Designed logos, brand guidelines, social media campaigns/strategy, and web designs tailored to meet the needs of small businesses. Collaborated with a team to coordinate programs and events. Managed a team of 16 to ensure tasks were efficiently executed.

Pennsylvania Small Business and Development Center
Kutztown Branch

Social Media Marketing Intern | Brand & Design Specialist
January 2023 to May 2023

Worked with team to organize and execute multiple large-scale events both on and off campus

Advised clients directly on creating and maintaining a set of personal brand guidelines for their business

Lehigh Mining & Navigation Advertising Agency | Allentown, PA

Graphic Design Intern | March 2023 to May 2023

Communicated and collaborated multiple times a week with the entire LM&N team to review responsibilities for the upcoming week ahead. Worked with team to organize and execute multiple large-scale client projects

Created content, including text posts and images for use on social media. Promoted products, services and content, in a way that is consistent with an organization's brand strategy

Design Experience

Kutztown University Women's & LGBTQ+ Resource Center

Graphic Designer | September 2021 to March 2023

Collaborated with staff to craft posters, social media spreads, infographics, and campus campaigns. Created monthly newsletters featuring over 100 events, ensuring a consistent visual approach. Actively engaged in weekly staff status meetings.

Kutztown University, Sharadin Arts Building

Print Lab Monitor | August 2022 to January 2023

Worked directly with students to prepare digital files for professional printing

Other Experience

Apple Inc, Lehigh Valley, PA

Specialist | July 2021 to May 2022

Managed store flow and organization by welcoming customers, setting expectations, assigning specialists, checking customers into the system, ensuring satisfaction upon exit, and maintaining consistent communication with administration. Led a team in opening and closing duties to meet daily standards. Provided personalized assistance to customers for optimal purchase decisions.

Kutztown University Rohrbach Library

Desk Receptionist | May 2022 to August 2022

Kutztown University Tutoring & Disabilities Services Offices

Tutor & Note-Taker | August 2020 to May 2020

Volunteer Design

Kutztown University Communication Design Designathon

Volunteer Designer | Team Leader May 2022 to July 2022

Designathon is an annual event in which students work in teams creating work for area non-profits

Designed posters, stickers, logos, and deliverables for the "Pledge to Stop Hate" initiative across campuses. Led a creative team for design and overall effectiveness. Collaborated with the organization as a freelance designer post-event to distribute additional information and deliverables, including infographics, social media content, and postcards.

Accomplishments & Involvements

Kutztown University Dean's List	2019-2023
Wegman's Food Markets Scholarship Winner	2020
UCDA Design Competition, Second Place Winner	2021
ALGA, Member	2019-2023
ALGA, Kutztown University Chapter, Member	2019-2021
ALGA, Kutztown University Chapter, Co-Treasurer	2019-2021
Replace the Hate Kutztown, President	2022-2023

Design Skills

Adobe Creative Suite
InDesign, Illustrator, Photoshop, Figma
Experienced in Microsoft Office
Word, Excel, PowerPoint
Fine Art
Painting, Drawing, Illustration, Procreate, Ceramics

Soft Skills

Self-confident
Problem solver
Organized
Empathic
Open to criticism
Eager to learn