

## Experience

### **Gensler**

*Brand and Digital Experience Designer*  
New York, NY (June 2017–April 2020)

Led large-scale projects across multiple mediums—specializing in brand and experience design. Expertise in design, strategy, business development, and project management for systems-based projects and expansive digital experiences. Created seamless user experiences and brand touchpoints to engage audiences across workplace, retail, residential, and brand activation projects.

Led firmwide workshops on a variety of design and strategy related topics, ran the annual intern program, and studio social events.

### **Poulin + Morris**

*Designer*  
New York, NY (July 2014–June 2017)

Led strategy, concepting, and design projects with clients on projects ranging from brand identity, user experience and experiential design. Highly collaborative role working directly with partners and project teams across the studio.

### **Group M**

*Senior Brand and Web Designer*  
Philadelphia, PA (July 2012–July 2014)

Led a team of 5 through conception, design, and implementation on a variety of branding, strategy, and marketing projects. Key skills included information architecture and research, publication, video, and website and app design.

## Teaching

### **Rutgers University**

*Interaction Design*  
Newark, NJ (September 2019–May 2020)

Taught a fundamental principles of design, development, production, and deployment of web-based digital media. Students developed an understanding of interface design, UX, code (HTML/CSS), and web workflows.

## Workshops and Speaking Engagements

### **The University of the Arts**

*Senior Portfolio Workshop*  
Philadelphia, PA (March 2016, 2017, 2018, 2019)

### **Marymount Manhattan College**

*Senior Portfolio Guest Critic*  
New York, NY (May 2018, 2019)

### **Jefferson University**

*Speaker: Brand Design Trends*  
Philadelphia, PA (March 2018)

### **Drexel University**

*Senior Portfolio Guest Critic*  
Philadelphia, PA (February 2018)

## Education

### **The University of the Arts**

*BFA, Graphic Design*  
Philadelphia, PA (May 2014)

## Awards and Recognition

Graphic Design USA  
Interior Design Magazine  
Society for Experiential Graphic Design (SEGD)  
The University of the Arts