

A highly creative and detail-driven designer with a strong passion for packaging, print and digital media. Known for thriving in fast-paced, deadline-driven environments, I bring an organized, solutions-oriented approach to every project — from developing innovative packaging concepts to crafting cohesive brand assets across fashion, retail, and editorial. I collaborate seamlessly with cross-functional teams, vendors, and creative leaders to bring ideas to life while maintaining brand integrity and visual consistency. With experience spanning packaging design, marketing collateral, editorial layout, and rebranding initiatives, I stay continually inspired by emerging trends and dedicated to delivering thoughtful, elevated design solutions.

EXPERIENCE

Haddad Brands | *Senior Associate Package Designer* | March 2025 - present

- Conduct market research and develop concept recaps for new packaging ideas
- Support print production workflows and assist in designing cost-effective hang tags and structural packaging
- Update artwork, copy, and production files based on cross-functional feedback
- Partner with vendors on pricing, materials, and submit approvals; troubleshoot production and approval issues
- Review digital/physical submits for color, substrate quality, and finishes
- Track development progress and ensure seasonal deadlines are met by identifying and resolving risks
- Maintain brand integrity while delivering on-brand, cross-category packaging solutions
- Worked on packaging and design projects for prestigious global brands including, Hurley, Levi's, and Huggies

Generation Love Clothing | *Junior Graphic Designer* | Jan 2024 - March 2025

- Create branded materials and marketing assets.
- Collaborate directly with the Social Media manager to design social media assets
- Execute email design layouts and provide assets for scheduling.
- Color correct and retouch garments on-model and product images.
- Review, resize, and file images
- Conceptualize and craft digital assets for website and advertisements.
- Ensure brand continuity with garments, lighting, and color consistency.
- Support all-around photoshoot production

Century 21 Stores | *Graphic Designer* | March 2023 - Oct 2023

- Collaborated closely with the VP of Marketing and Art Director to drive project initiatives

- Conceptualized and crafted high-quality marketing signage, wayfinding solutions, and wall decals for in-store and back-of-house
- Contributed to the successful rebranding of the Century 21 Stores
- Designed and delivered compelling email newsletters weekly
- Led the development of cohesive brand elements for events, including logos, signage, digital ads, emails, and website signage
- Assisted in photoshoot planning and styling
- Worked with the Social Media Manager to strategize and implement content plans

WestFair Communications | *Art Director* | Oct 2020 - March 2023

- Collaborated with editorial leadership on business and lifestyle magazine design and content curation
- Led weekly production of the digital Business Journal, including research, organization, and layout
- Contributed to a major magazine rebrand, elevating it into a business-lifestyle publication
- Created promotional materials, in-house ads, sales collateral, and client-specific advertisements
- Designed weekly email newsletters and supported social, marketing, and event initiatives
- Updated the company website daily to maintain fresh, on-brand content

Cottages & Gardens Media Group | *Design Intern* | Jan 2019 - Aug 2019

- Worked directly with the Art Director
- Contributed in designing editorial layouts for the Connecticut, New York City, and Hampton editions
- Conducted thorough research and meticulously organized photographs to enhance visual elements

EDUCATION

Sacred Heart University | Fairfield, CT | Class of 2020 | GPA: 3.6
Bachelor of Arts in Art & Design — concentration in Graphic Design

AWARDS

President's Excellence Academic Award, 2016, 2017, 2018, 2019, 2020
Charles A. Plohn Scholarship, 2019, 2020

- Distinguished work in the Art & Design major

Deans List, 2017, 2018, 2019, 2020

Student Art Exhibit, Art & Design Department

- First Place: "Elle", Digital Publishing, 2019
- Honorable Mention: "Sarafina Fashion", 2019

SKILLS

Indesign	Photoshop	Illustrator
Acrobat	PowerPoint	Word
Excel	Typography	Trello
Canva	Figma	Photography
Mailchimp	Video Editing	Shopify

UNIVERSITY INVOLVEMENT

Zeta Tau Alpha, 2016–present

Slating Committee, Committee to select the officers.

- Program Council, Assistant Vice President for planning recruitment and lessons for new members regarding the recruitment process.
- Significant Philanthropy Involvement in Breast Cancer Education and Awareness.

Sacred Heart University Cheerleader | NCAA Division I Athletics

COMMUNITY INVOLVEMENT

Clothes To Kids of Fairfield County | Personal shopper | 2022

- Help clients select clothing during their visit and help make the shopping experience pleasant and enjoyable.

Sandy Vana Memorial Golf Tournament | 2015–2020

- Organized an annual fundraising golf tournament and dinner with all proceeds donated to the Jimmy V. Foundation for Cancer Research.
- Branded the tournament with logos and flyers