

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, Converse, Nike, 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