

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 to inform new, innovative, and on-trend packaging initiatives
- Manage print production workflows and assist in designing cost-effective hang tags and structural packaging across seasons
- Update artwork, copy, and production files based on cross-functional feedback
- Partner with global vendors on pricing, materials, and submit approvals; troubleshoot production and approval issues
- Review digital/physical submits for color, substrate quality, layout, and finishes
- Track development progress and ensure seasonal deadlines are met by identifying and resolving risks
- Maintain brand consistency across high-volume retail packaging executions
- Design and execute packaging systems for global brands, including Levi's, Nike, Converse, Hurley, and Huggies

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

- Designed branded marketing materials and visual assets across digital channels
- Partnered with the Social Media Manager to design cohesive social media content aligned with brand strategy
- Designed email marketing campaigns and delivered production-ready assets
- Color corrected and retouched on-model and product images
- Managed image workflows, including reviewing, resizing, and organizing digital assets
- Conceptualized and designed digital creatives for website updates and advertising campaigns
- Ensured brand continuity with garments, lighting, and color consistency
- Supported end-to-end photoshoot production, including planning, on-set coordination, and asset execution

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

- Collaborated with the VP of Marketing and Art Director to drive key initiatives and brand projects
- Conceptualized and designed high-impact 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 marketing campaigns weekly
- Led development of cohesive branding for events, including logos, signage, digital advertisements, email marketing, and website assets
- Assisted in photoshoot planning and styling
- Partnered with the Social Media Manager to develop and implement content initiatives across platforms

WestFair Communications | Art Director | Oct 2020 - March 2023

- Collaborated with editorial leadership on business and lifestyle magazine design and content curation
- Directed weekly production of a digital Business Journal, overseeing research, organization, and layout design, and final delivery
- Contributed to a major magazine rebrand, elevating it into a business-lifestyle publication
- Designed promotional materials, in-house advertising, sales collateral, and custom client-specific advertisements across digital and print
- Designed weekly email newsletters and supported social, marketing, and event initiatives
- Managed daily website updates to maintain fresh, on-brand content

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

- Collaborated directly with the Art Director to support editorial design and production workflows
- Contributed to 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 (2016-2020)

Charles A. Plohn Scholarship

First Place — Digital Publishing, 2019

Deans List (2017-2020)

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