

/ PROFESSIONAL EXPERIENCE

LEAD VISUAL DESIGNER

ASU ENTERPRISE PARTNERS | OCT 2019 - OCT 2023

Developed impactful visual identities, integrated cross-platform campaigns, scalable visual materials, and user-centric web designs for resource-raising initiatives at Arizona State University. Collaborated with internal clients and the Senior Director of Creative to create high-touch proposals for billionaire collaborators and donors, contributing to a \$1M gift to the university.

BRAND + MARKETING MANAGER

LOCAL FIRST ARIZONA | MAY 2017 - OCT 2019

Established and reinforced a modern brand identity for 11 different programs. Designed digital and print materials for large-scale events, advertisements, social media campaigns, websites, and email communications. Worked collaboratively with an internal marketing team of 4, ensuring communication and consistency across multiple projects, tasks, and deadlines.

MARKETING + DESIGN ASSISTANT

PHOENIX ART MUSEUM | SEPT 2016 - MAY 2017

Worked closely with the lead graphic designer, creating print and digital materials such as advertisements, magazine spreads, web banners, and displays for museum-associated work. Maintained brand and logo standards throughout projects, creating assets in a timely manner.

/ COMMUNITY INVOLVEMENT

COMMUNITY LEADERSHIP CORPS

THE OBAMA FOUNDATION | JUNE - NOV 2018

Founded Generation Creative, a digital storytelling campaign and online resource that shared the stories of Arizona creatives to help inspire young adults to pursue creative careers. Presented project to an audience of 700+ at the Obama Foundation Summit in Chicago, IL. The livestream presentation reached 14k+ viewers.

CREATIVE FELLOWSHIP

ASU HERBERGER INSTITUTE | AUG 2014 - MAY 2017

Served as an upper division leader to cultivate community spirit among first year Herberger Institute for Design and the Arts students. Collaborated with a group of 10 other student leaders to plan events and programs geared towards innovation, creativity, inspiration, and arts leadership.

/ AREAS OF EXPERTISE

- Print + digital design
- Email campaigns
- UX/UI web design
- Brand strategy

/ TECHNICAL SKILLS

- Adobe Creative Suite
InDesign | Illustrator | Photoshop | XD | Premiere
- Project Management Software
Wrike | Basecamp | Asana
- Google Workspace
- Microsoft Office
- Squarespace
- Canva

/ EDUCATION

MS, GRAPHIC INFORMATION TECHNOLOGY

ARIZONA STATE UNIVERSITY

BA, DESIGN STUDIES (DESIGN MANAGEMENT)

SALES + MARKETING CERTIFICATE

INTERNATIONAL BUSINESS CERTIFICATE

ARIZONA STATE UNIVERSITY

EXCHANGE STUDENT, COMMS + MEDIA

NATIONAL UNIVERSITY OF SINGAPORE

/ BONUS!

PLATINUM WINNER, ONLINE MEDIA DESIGN

2022 DOTCOMM AWARDS

BILINGUAL

SPEAKS CANTONESE

ETSY SHOP OWNER

@SLEEPYBAOSTUDIO