

VISUAL DESIGNER | MARKETING, GRAPHICS & UI/UX

Highly adaptable & analytical Visual Designer with 4+ years of experience in delivering impactful **marketing, graphic design, and UI/UX solutions** across healthcare & higher education environments. Proficient in Adobe Creative Cloud, email marketing, and stakeholder communications with a proven track record of executing successful user registration campaigns (hitting **100%** of target user registration count YTD), reducing turnaround time on visual content (80% faster than previous design team), and maintaining high accuracy rate across deliverables (reduced iterations by 50%). Adept at managing multiple projects (led 40 campaigns, designed 100+ assets, coordinated 7 major events) and collaborating cross-functionally to deliver creative excellence.

Areas of Expertise:

- Adobe Illustrator
- Adobe InDesign
- Adobe Photoshop
- UI/UX design
- Growth mindset
- Branding/Visual Identity
- WordPress
- Figma
- Detail-oriented
- Web design
- Print design
- Typography

PROFESSIONAL EXPERIENCE

EVENT DESIGN & COMMUNICATION SPECIALIST

Jan 2023 – Present

UNIVERSITY OF MICHIGAN

- Led creative direction and design for email marketing campaigns for 6 of 7 home football games, as well as the Rose Bowl and National Championship, driving **1,000 average registrations** per game.
- Designed 250 high-impact print and digital materials (menus, signage, programs) contributing to a 175% Y/Y increase in guest turnout for public and exclusive donor events.
- Owned email campaign and updated commencement website with 15 assets for U-M's high-profile events like Spring Commencement; email outreach to graduates and guests yielded **67,800 total attendees**.
- Launched the University's most ambitious public campaign with 7 events in one day and 350 average registrations per event
 - Collaborated with marketing and comms teams within U-M Development Office to create *Look to Michigan*
- Advocate for DEI during the registration process by ensuring all guests are able to note dietary preferences, accessibility accommodations, and receive an invite either digitally or by mail in case of no recorded email address

SENIOR GRAPHIC DESIGNER

Oct 2021 – Jan 2023

EVOLVE HEALTHCARE MARKETING

- Produced 5 digital ads, 2 website updates, and 10 social media posts for 15 clients each month, alongside the creative director to optimize marketing efforts while maintaining the scope of client budgets.
- Reduced content revision time by 133% by working closely with staff writers to ensure timely delivery of cohesive content across all platforms.

GRAPHIC AND CONTENT DESIGNER

Aug 2019 – May 2021

GINSBERG CENTER FOR COMMUNITY SERVICE, UNIVERSITY OF MICHIGAN

- Supported efforts to generate a 42% increase in community partners by executing a variety of graphic projects, including flyers, logos, and reports to secure grants.
- Maintained flexibility and efficiency under tight, shifting deadlines, consistently delivering high-quality designs with an emphasis on student perspective.

FREELANCE GRAPHIC DESIGNER

Mar 2020 – May 2021

STAMPS SCHOOL OF ART & DESIGN, UNIVERSITY OF MICHIGAN

- Collected and compiled 20 anecdotes over 1 month to create an illustrated booklet for a longtime employee's departure.

PREVIOUS EXPERIENCE INCLUDES:

DIRECTOR OF SOCIAL MEDIA, SEASONAL PEER ADVISOR

2017 – 2021

Developed relatable content for college students. Guided peers on communication, career development, and networking.

EDUCATION & CERTIFICATIONS

BACHELOR OF FINE ARTS

UNIVERSITY OF MICHIGAN

Cum laude

BACHELOR OF FINE ARTS

STUDIO COLLEGE ARTS INTERNATIONAL

Cum laude