

A versatile professionally-trained artist and designer with 5 years of branding and visual communications experience in face-paced team environments. Creative solutions are conveyed through engaging print and digital marketing materials which are crafted and deployed utilizing Adobe Creative Suite, illustration, layout and typography skills. The thirst for a challenge and the drive to go above and beyond expectations result in thoughtful, detailed, and efficient designs.

EXPERIENCE

Graphic Designer - The LEGO® Corporation

2016 - present

- Create and produce global print material, large in-store campaigns, and online assets
- Collaborate with marketing partners and art directors throughout projects to ensure brand consistency and quality
- Follow and execute a project brief from concept to completion
- Develop designs which align with the LEGO brand identity and can be implemented across various mediums
- Meet project deadlines through effective time-management and attention to details

Projects Include: Global Shop-At-Home catalogs, mailers, calendars, stickers, in-store theme/seasonal displays and supporting print material, digital assets and campaigns

Premier Soccer Coach - CFC (Connecticut Football Club) - Sportsworld Branch

2015 - present

- Mentor girls (ages 13-18) in technical and tactical skills of soccer while demonstrating the importance of strong work-ethics, responsibility and positive communication among teammates
- Manage game scheduling and develop practice plans to be implemented with/by assistant coach
- Evaluate individual/team strengths and weakness to create customized training sessions that improve overall performance
- Effectively communicate expectations, coaching goals and relevant information to team and parents
- Foster a positive team environment that promotes personal growth among players

Graphic Design & Marketing Assistant - NEFCO Corporation

2014 - present

- Spearhead creative and impactful designs for this multi-million dollar tool and safety company
- Provide ideas and guidance to CEO and leadership in order to create engaging and effective marketing solutions
- Collaborate with marketing team to create high-level designs that establish the NEFCO brand while providing customers with eye-catching and informative material
- Solve visual problems with simple and powerful designs, further aiding in the company's success and growth

Projects Include: 500+ printed catalogs, e-mail blasts, digital assets, promotional/seasonal flyers and booklets, internal and external pamphlets

EXPERIENCE CONTINUED

Freelance Artist - Aly Marie Ross Design 2014 - present

- Connect with clients to meet their unique design and creative needs - e.g. logo and branding design, invitations, promotional handouts, chalkboard typography, illustrations, and paintings

Notable Projects:

- Milwaukee Truckload Transformer Illustration - personally recognized for creativity and craftsmanship by CEO of Milwaukee Tool Company
- Multiple 15-ft chalkboard menus for well-established Carbone's Restaurants (Hartford, CT) using hand-drawn typography, and illustrations
- Full-color 1920s style painting on glass french doors

Studio Assistant - Katherine Sandoz 2013 - 2014

- Assist artist with conceiving, and researching for future works
- Maintain studio, inventory, website, and finances
- Collaborate on multi-disciplinary projects including fibers, paintings, and illustrations

Notable Projects:

- SCADpad - innovative, SCAD funded urban housing project
 - Assisted artist with constructing paintings; and face, hand, and bath towels for sample 135-sq ft micro-residences
- Southern C. Summit - yearly conference for creatives to connect with the top names in media, branding and blogging
 - Assisted with drawing/painting portraits of the featured presenters
- A-Town Get Down - large-scale, upcycled, collaborative fibers mural created for/during a charity festival

EDUCATION

Savannah College of Art and Design (SCAD)
BFA Visual Communications
Summa Cum Laude - 3.90 GPA

ACCOLADES

- SCAD Student-Artist-Athlete Alumni Spotlight Article
- Gillette Stadium Gallery - Feature Artist
- Society of Illustrators Showcase
- Daktronics-NAIA Scholar-Athlete (2 years in a row)