



ART DIRECTOR | ILLUSTRATOR

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I am a happy, clumsy and unorthodox art director/illustrator. I hope to share happiness and love through my work!

ACHIEVEMENTS

GDUSA | *American In-house Design Awards - Infographic* | 2019
GDUSA | *American In-house Design Awards - Posters* | 2019
Young Ones | *Selected as Juror* | 2019
One Screen | *Movie Poster Winner* | 2019
GDUSA | *American In-house Design Awards - Posters* | 2018
Creative Quarterly 46 | *Runner-up* | 2016
Creative Quarterly 43 | *Winner* | 2016
DESIGN16 Student Exhibition | *Designed Exhibition Poster* | 2016
Queens College Art Department Student Exhibition | *Featured* | 2016
The One Club Student Creative Week | *Featured* | 2015 - 2016

EXPERIENCE

Art Director | Sermo | 2022 - 2024

Associate Creative Director | Shutterstock | 2022

- Focus on direction for large scale cross-team campaigns for product launches
- Initiate data-driven projects like the quarterly Creative Insights reports for industry verticals and the Annual Creative Trends

Art Director | Shutterstock | 2021 - 2022

- Led for major company projects and product launches to drive revenue and engagement
- Set strategy across projects for multiple business units
- Established art direction for campaigns and facilitated cross-functional projects
- Mentored, managed, and grew junior members of the team

Senior Designer | Shutterstock | 2019 - Current

- Worked as design lead for Shutterstock's 2019 & 2020 Creative Trends report; working closely with developers and copywriters to create a fully interactive infographic
- Led annual re-branding of the Pixels of Fury events to maintain brand consistency
- Managed and developed projects around conversions and multiple channel strategies
- Mentored and provided art directions to junior designers to ensure high quality work
- Re-designed Shutterstock's on-boarding, nurturing and re-engagement email campaigns

Designer | Shutterstock | 2018 - 2019

- Served as creative lead for company's go-to-market campaigns like Shutterstock Editor
- Designed everything from digital emails to venue branding for Pixels of Fury 2018 in 4 cities
- Worked with the UX team on re-designing illustrations and icons for the website

Junior Graphic Designer & Freelance Designer | Shutterstock | 2016 - 2018

Art Director Intern | BBDO Worldwide | 2016

SKILLS

Software Photoshop, Illustrator, InDesign, After Effects, Sketch, Figma, Bannerflow, Contentful, Microsoft Office
Artistic Illustration, Hand-lettering, Painting, Brush & Ink

EDUCATION

Brainstation | UI / UX Experience Design Certificate | 2020
CUNY Queens College | BS Graphic Design, Fine Arts Minor | 2015