



315.520.0987
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EXPERIENCE

University of Rochester | Rochester, NY

Designer and Graphics Coordinator: July 2021–Present

- Create publications, advertising campaigns, mailers, websites, and other creative tactics to support the Office of Advancement.
- Coordinate and art direct photoshoots to be used in high-end collateral for the Office of Advancement.
- Work with vendors to ensure an accurate and seamless execution and production process for printed materials.

The Martin Group | Victor, NY

Art Director: August 2018–June 2021

Assistant Art Director: September 2016–August 2018

- Concepted creative campaigns, drove new business efforts through spec creative and new business proposal pitch decks, developed multi-year brand campaigns, lead social media photography concepting and execution, mentored new designers and interns, served as go-to person to step in for critical roles for our Wegmans client (packaging, print, digital).
- Worked with vendors to ensure an accurate and seamless execution and production process for printed materials.
- Notable clients: New Era Cap, Wegmans Food Markets, Kaleida Health, LiDestri Food and Drink, Cornell University, Three Brothers Wineries, Trillium Health, Galbani, Mohawk Valley Health System, Samaritan Health.

Nazareth College | Rochester, NY

Adjunct Professor: August 2019–Present

- Teach first year design students basic principles and nuances of Photoshop and Illustrator.

Partners + Napier | Rochester, NY

Associate Art Director: August 2015–September 2016

Creative Intern: May 2015–August 2015

- Executed creative tactics for various Constellation Brands such as in-store displays, coupons, presentation sales decks, and preparing digital assets.
- Notable clients: Svedka, The Dreaming Tree, Clos du Bois, Casa Noble, Robert Mondavi.

EDUCATION

Nazareth College, 2015

Visual Communication Design B.F.A.

Magna Cum Laude

REFERENCES

Duane Bombard | Executive Creative Director, Born Collective | 585.520.0140

Jen Rampe | Group Creative Director, Partners + Napier | 585.314.2424

Lesley Ruple | Account Director, Mason Digital | 585.746.3199