

## Core Skills

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- Brand & Visual Identity
- Motion Graphics
- Team Leadership
- Multi-channel Digital Design
- Short & Long Form Video Editing
- Adobe Suite

## Experience

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### GUESS? Inc.

Lead Web Designer | May 2022 - Present

Web Designer | 2019 - 2022

- Owned and elevated Guess Factory and Guess Jeans creative across multiple channels, delivering cohesive digital assets while leading a small team and driving a broad creative revamp.
- Created modular layout systems and typographic hierarchies to support rapid iteration and consistent execution for emails, site assets, paid-social ads, and lookbooks, ensuring consistent storytelling and brand alignment across each channel.
- Designed high-impact marketing emails for campaigns and product stories, balancing brand expression with performance requirements across Guess Mainline, Guess Jeans, and Guess Factory.
- Designed site assets supporting homepage and campaign moments: banners, tiles, hero systems, and motion graphics with a focus on clarity, hierarchy, and a consistent brand experience.
- Produced paid-social ad creative across multiple formats and placements, adapting campaign narratives into high-performing, mobile-first designs.
- Designed digital lookbooks and editorial layouts, establishing clean, elevated grid systems and typographic rules to support product storytelling.
- Edited short-form videos and created motion graphics for social and digital placements, translating static campaign concepts into dynamic storytelling assets.

### Freelance Designer

Influencer Marketing & Music Branding | Dec 2017 - Sep 2019

- Designed brand packages for influencers, including brand assets, and social-ready design systems.
- Created merchandise graphics: apparel, labels, and packaging elements, developing designs aligned to creator personality and demographic identities.
- Designed album covers and marketing creative crafting concept-driven layouts, typography, and image treatments aligned to each release's tone and audience.
- Notable clients include Zane Hijazi, Heath Hussar, Scotty Sire, Kristen McAtee, & Mayce surpassing 10 million combined subscribers.

## Education

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### Bachelor of Arts in Design, Visual Communications

Fashion Institute of Design & Merchandising | Fall 2013 - Fall 2017