

SENIOR GRAPHIC DESIGNER

Brand & Campaign Design • Executive Presentations • Experiential Design

Multidisciplinary designer with experience across brand campaigns, executive presentations, print and digital marketing, and experiential projects. Combines hands-on design and creative direction with a background in hospitality leadership, event operations, and design education. Develops cohesive visual materials, translates complex information into clear narratives, and manages projects from concept through production.

DESIGN & CREATIVE EXPERIENCE

WFG NATIONAL TITLE INSURANCE COMPANY - Phoenix, AZ

May 2025–Present

Senior Graphic Designer | Customer Service and Data Specialist

- Lead the design and production of custom print and digital marketing materials for Arizona real estate professionals, including multimillion-dollar luxury listings.
- Manage WFG Arizona's brand assets and templates, maintaining regional consistency while developing creative tailored to individual agent brands and property positioning.
- Collaborate with agents, title representatives, escrow officers, and sales executives to translate requests into finished materials, balancing planned projects, rush deadlines, and print production requirements.
- Analyze internal production data to guide workload planning and track agent performance by closed escrow volume; use AI-assisted tools to support the preparation of client-facing statistics and analytics.
- Develop training guides, templates, and standardized workflows to support team onboarding; coordinate daily priorities and address escalated client needs during manager absences.

MEDIATEDX RESEARCH LABS - Mesa, AZ

February 2023–September 2025

Freelance Project Manager and Design Consultant

- Created visual concepts and graphics for a real-time data visualization installation at Mesa City Hall, providing the design foundation for collaborators' TouchDesigner and animation work.
- Managed grant funding and partner communications across three research projects, coordinating multidisciplinary teams and international collaborators through exhibit development and delivery.
- Designed more than 20 branded assets and promotional materials supporting extended reality projects, exhibitions, and public programs.

CLEAR TITLE AGENCY - Phoenix, AZ

July 2023–May 2025

Graphic Designer | Print Specialist

- Designed and produced print and digital marketing materials for hundreds of real estate clients, managing revisions, approvals, and delivery while maintaining individual brand identities.
- Collaborated with title, escrow, and sales teams to develop educational campaigns, including wire fraud awareness, translating industry information into clear messaging and visual materials.
- Redesigned Wrike custom fields and the marketing ordering workflow to clarify project requirements, simplify requests, and improve workflow visibility and analytics tracking.

LEARNING ENTERPRISE | ARIZONA STATE UNIVERSITY (ASU) - Tempe, AZ

March 2022–June 2023

Marketing Coordinator | Graphic Designer

- Designed more than 50 social media assets for ASU Local recruitment campaigns, developing visual content highlighting first-generation students and program opportunities.
- Created co-branded marketing materials for an initiative involving ASU West Hawai'i and Kamehameha Schools, integrating supplied assets and established brand guidelines into cohesive layouts.
- Conducted audience and competitive research to inform marketing materials, case studies, and program positioning across Learning Enterprise initiatives.

MGM RESORTS - Las Vegas, NV

July 2017–December 2019

VDARA RESORT & SPA

Food & Beverage Manager - November 2018–December 2019
Assistant Food & Beverage Manager - July 2018–November 2018

- Held final creative approval for food and beverage marketing campaigns; developed a proposed Market Café concept encompassing floor plan, branding, and marketing direction.

ARIA RESORT & CASINO

Management Associate - July 2017–July 2018

- Developed executive presentations from narrative and copywriting through data visualization and final design for leadership summits, executive meetings, strategic planning, and MGM's leadership expectations initiative.
- Creatively directed the Jean-Georges Steakhouse Kobe A5 marketing campaign, including creative displayed on the ARIA marquee; created original liquor menu templates supporting restaurant openings across MGM properties.
- Coordinated conference and banquet operations, including CES and Adobe MAX, managing staffing, budgets, setup, client requirements, and vendor coordination.
- Managed teams across restaurant, bar, beverage, and in-room dining operations; supported openings including Osteria Costa, China Tang, and Eataly at Park MGM.

DESIGN EDUCATION & MENTORSHIP

BENEDICTINE UNIVERSITY - Remote

September 2025–Present

Adjunct Professor of Graphic Design

Brand Design Strategies | UI/UX Design

- Develop and teach Brand Design Strategies and UI/UX Design curricula, guiding students through research, brand positioning, visual identity systems, interface design, and interactive Figma prototyping.
- Create project briefs, instructional resources, and assessment rubrics; provide individualized critique that helps students refine visual execution, articulate design decisions, and incorporate feedback.

SOUTHERN NEW HAMPSHIRE UNIVERSITY - Remote

October 2023–Present

Adjunct Professor of Graphic Design

Brand Identity | Publication Design | UI/UX Design

- Teach graphic design courses spanning brand identity, UX, information architecture, and publication layout, connecting design principles with practical projects and professional workflows.
- Develop visual learning resources and provide detailed design critique and mentorship, emphasizing typography, hierarchy, usability, technical execution, and creative rationale.

DESIGN & TECHNICAL SKILLS

Design:	Brand and campaign design, creative direction, executive presentations, typography and layout, data visualization, print production, UI/UX Design
Tools:	Adobe Illustrator, Photoshop, InDesign, After Effects, Premiere Pro; Figma; Microsoft PowerPoint, Excel; WordPress/Elementor; Fiery; Asana
Creative Operations:	Brand asset management, project coordination, event and vendor coordination, team training & mentorship
AI-Assisted Workflows:	Adobe Firefly for image editing; ChatGPT and Claude for analytics support, brand asset organization, and template consistency

EDUCATION

Master's in Visual Communication Design, Herberger Institute for Design and the Arts, Arizona State University - Tempe, AZ
Bachelor of Science in Business Administration, Daniels College of Business, University of Denver - Denver, CO