



CONTACT ME

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MADBYDESIGN.CO

EXPERIENCE

CROWNJEWELZ +

April 2025- Present

GRAPHIC DESIGNER | Ashland, OH

-Design mockups for party supplies, stationery items, gift wrap, and gift bags across multiple branding styles; Create production-ready print files for retailer buyers including Hallmark, TJ Maxx, Walmart, and Dollar Tree; Present complete seasonal and themed collections, ensuring cohesive design across all product lines; Collaborate with buyers and internal teams to align designs with brand standards and market trends; Manage multiple projects under tight deadlines while maintaining accuracy and attention to detail.

MADBYDESIGN + FREELANCE

Feb 2021- Present

GRAPHIC DESIGNER | Columbus, OH

-Conceptualized and designed innovative digital graphics and motion assets tailored to client identities, ensuring consistency across digital and print channels; Established creative direction and brand guidelines to enhance visual storytelling and consumer engagement.

-Collaborated with clients to develop content that resonates with target audiences, driving brand loyalty and online interaction.

FANJOY + MARKETING

Feb 2022- Feb 2023

GRAPHIC DESIGNER | Remote

-Developed and executed creative marketing assets for social, email, and web to support brand campaigns, enhancing engagement and conversion rates; Created launch assets for high-profile clients, ensuring cohesive brand representation across digital platforms; Collaborated with designers, photographers, and art directors to conceptualize and strategize marketing initiatives for over 50+ brands, from podcasts to YouTubers

-Attended daily marketing meetings to analyze campaign performance, discuss trends, and optimize creative strategies for maximum reach and engagement; successfully completed 25+ projects, meeting tight deadlines, including 24-hour turnarounds for key campaign launches.

-Led the development of launch assets for top clients resulting in high-demand, sold-out collections.

VIBESZN + CONTRACTED LEAD

Dec 2021- Sept 2022

GRAPHIC DESIGNER | Remote

-Designed and executed five weekly Instagram story graphics to boost engagement and brand visibility.

-Created weekly email campaigns and refreshed website banners monthly to maintain a fresh and dynamic online presence.

-Monitored industry trends to ensure content remains innovative and aligned with evolving consumer expectations.

EDUCATION

ASSOCIATE OF ARTS // 2018

The Ohio State University

BACHELOR OF SCIENCE // 2021

The Ohio State University

INTERNSHIPS

LOVE ITCH // GRAPHIC DESIGN INTERN

Feb 2021- Feb 2023

VIBESZN // GRAPHIC DESIGN INTERN

Oct 2021- Dec 2021

STYLEMESUM // SOCIAL & DESIGN INTERN

May 2021- Aug 2021

CLIENTS

THE SKINNY CONFIDENTIAL, GIGGLY SQUAD, WHAT SHE SAID, GALS ON THE GO, DEAR MEDIA, XPLR, BAILEY SARIAN, SOFIA FRANKLYN, LAUREN GRALDO, TARA YUMMY, ADELAINE MORIN, AND MORE

SKILLS



// TIME MANAGEMNT, ORGANIZATION, SOCIAL MEDIA MARKETING, SELF LEARNING, COLLABORATION