

## EXPERIENCE

### Elkhart Public Library / Creative Design Specialist

August 2023 - Present Elkhart, IN

Develop and oversee visual elements to engage current and potential audiences for library programs, events, and resources. Execute marketing strategies through creative design using various mediums such as illustrations, photographs, existing artwork, and text. Ensure consistency in visual communication and branding across all library locations to enhance the patron experience. Plan and report on printing and design projects.

### Aisle Rocket / Digital Production Designer

March 2022 - July 2023 St. Joseph, MI, & Remote

Worked with companies like Whirlpool, Maytag, and KitchenAid on their online website platforms and Point of Purchase Signage. Additional work as a digital designer and content author using AEM. Managed setup and takedowns of PLPs and Go Lives of online brand articles. Worked on website concept designs for Black Friday sales.

### Vomela / Graphic Designer

2013 - 2022 Elkhart, IN

Created vinyl decals and paint designs for motor vehicle industries. Worked closely with sales associates and the creative director on concepts and ideas. Project manager of documentation that was distributed to customers during the application of graphics throughout the manufacturing production process.

### Zoelang.design / Freelancer

2016 - Present Mishawaka, IN

Rebranded and created an official website for Lang Feeney and Associates, a surveying company located in South Bend. Created new logos for subsidiaries. Proposed and implemented new site content and navigation. Researched clients' professions to streamline their online interactions with customers. Developed graphic images and effects.

## RECOGNITIONS

### Student Best of Show, Gold, and Silver ADDY Awards, American Advertising Federation

2017 West Lafayette, District 6, IN

### Class of 2017's Outstanding Senior Award and Excellence in Design for Visual Communications Design

2017 Purdue University, West Lafayette, IN

### International Exchange Exhibition and Design Catalog: Creative Challenge

2016 & 2017 Keimyung University, South Korea

### International Poster exchange exhibition: Women.

2016 Instituto Superior de Diseño Industrial, Havana Cuba & Purdue University, West Lafayette, IN

## EDUCATION & PROFESSIONAL DEVELOPMENT

### Certified Digital Marketing

2021 Google Digital Garage

Completed the Google certified class on the fundamentals of digital marketing.

### Purdue University

2013 - 2017 West Lafayette, IN

B.A. with Distinction in Visual Communications Design, Minor in Art History  
Overall GPA: 3.83

Dean's List: All Semesters

### Typographics Design Conference

2016 Cooper Union, New York

Attended typographic conference to learn about the latest trends in typeface design, publication, branding, and corporate identity.

## SKILLS

**Design:** Advertisements, Logos & Branding, Typographic Applications, Handmade & Digital Illustrations, 3-D Applications, Print Materials, Page Layouts, Poster Designs, Visual Concepts, Package Design, Website Design & Theory, Infographics, Computer literate in both Mac & PC, Digital Photography

**Research & Prototyping:** Mood boards, sketches, wireframes, mock-ups, UX & UI Analysis, Color theory, Integrated Marketing Communications, Data Analysis

**Collaboration:** Branding solutions, Design critiques, Detail oriented, Accountable, Team leadership, Organized, Eco-conscious, Open communication, Initiates fresh & original ideas

## SOFTWARE

Illustrator, Photoshop, InDesign, XD, Adobe Experience Manager (AEM), Bridge, Lightroom, Microsoft Suite, HTML & CSS, Procreate, Jira, Figma

\*References and Digital PDF Portfolio available upon request.

2/11/2024