

Designer and product builder with 10+ years creating brand systems, marketing campaigns, and digital products. Currently a Senior Designer at HarperCollins Publishers, designing marketing campaigns for the Morrow Group. I also conceive, design, and ship production web applications using AI-assisted development. Looking for roles where design, product thinking, and technical fluency intersect.

EXPERIENCE

Senior Designer

Feb 2023 – Present · Remote

HarperCollins Publishers · Morrow Group

- Design end-to-end marketing campaigns for the Morrow Group (William Morrow, Avon, Harper Voyager): 490+ completed projects across 280+ titles since 2025, including banner graphics, Amazon A+, social media, eblasts, print, signage, and video
- Campaign visuals for bestselling releases including the *Wicked* movie tie-in relaunch, *Bridgerton* Deluxe Collectors' Edition, and *Elphie*
- Promoted from Designer to Senior Designer in 2024
- Video and motion graphics for social campaigns using After Effects and Premiere Pro
- Async collaboration with Marketing Directors across multiple imprints via Airtable-based project tracking

Product Designer & Developer

2024 – Present

Independent

Grindset [grindset.cafe](#)

- Conceived and designed an AI-powered espresso companion PWA from product strategy through UI/UX design and deployment
- Shot timer, logging, and plain-English coaching calibrated to the user's exact equipment, with consistency scoring and equipment-aware recommendations
- Live in production with paying subscribers (\$5/mo Barista tier)

ColdSnap [coldsnap.app](#)

- Conceived and designed a field service platform for HVAC technicians: smart diagnostics, Good/Better/Best estimates, invoicing via Stripe, dispatch, and offline-first reference tools
- Mobile-first UI designed for field conditions with voice notes for hands-free documentation
- Live in production with tiered pricing (Free / \$29 Pro / \$79 Shop)

Synos

- Spotify-style music player for Synology NAS: album browsing, queue management, 6-band EQ, crossfade, persistent playback

Graphic Designer & Webmaster

2018 – 2022 (continuing as contractor)

Distinguished Concerts International New York

- Sole designer for 100+ concerts at Carnegie Hall and Lincoln Center, featuring Eric Whitacre, Sir Karl Jenkins, The King's Singers, Deke Sharon, Ola Gjeilo, and Christopher Tin
- Designed and built the entire company website ([dciny.org](#), still live) with Salesforce integration for automated concert content publishing
- Concert posters, tabloid ads, social suites, eblast campaigns, program inserts, album artwork (recorded at Abbey Road Studios), and company brand book

EARLIER ROLES

Multimedia Designer 2017 – 2018 Sacks Communication · Graphic design, web dev, video production	Graphic Designer 2017 – 2022 CrisTees Designs · Sole designer, apparel graphics, marketplace listings
Music Teacher 2016 – 2017 NYC DOE · 120 students, Digital Music Production, Music Theory	Orchestra Director 2013 – 2016 Arlington ISD · 3 campuses, 200+ students, State UIL recognition

SKILLS

DESIGN:

Figma, Photoshop, Illustrator, InDesign, After Effects, Premiere Pro, Lightroom

DEVELOPMENT:

HTML/CSS, JavaScript, TypeScript, React, Next.js, Tailwind CSS, Framer Motion

TOOLS:

Supabase, Stripe, Clerk, Vercel, Git, Airtable, Salesforce

OTHER:

Product strategy, async collaboration, brand systems, motion design

EDUCATION

Auburn University · B.S. Music Education · 2004 – 2010 · Scholarship recipient · 3 years Computer Science (pre-major switch) · Additional coursework in Graphic Design · Graduate study in Music Performance at LSU