

EXECUTIVE PROFILE

Results-driven lead creative with 10+ years scaling brands and driving 8x membership growth. Led visual identity and enrollment campaigns supporting rapid U.S. expansion. Specializes in data-informed, multi-channel creative that translates business goals into measurable outcomes.

SKILLS

- ✔ Brand Strategy
- ✔ Art Direction
- ✔ Human-centered Design
- ✔ Multi-channel Campaigns
- ✔ Motion
- ✔ DTC & B2B Marketing
- ✔ Results-driven & A/B Testing
- ✔ Creative Operations

Tools

Adobe Creative Cloud, Figma, Google Suite, Generative AI, OpenAI, HTML, Google Analytics, Asana, Monday.com, Builder, WordPress, Wix, Prismic, Microsoft Office.

Languages

English and Spanish

Fluent | Spoken and Written

EMPLOYMENT BACKGROUND

Senior Designer (Contract)

Better Mortgage | December 2026–Present

- Repurposed blog content into AI-driven short-form video to accelerate organic efforts and APIs.
- Led A/B testing on paid social campaigns to improve performance and inform brand visual decisions
- Drove product rebrand differentiation by designing a refreshed color palette and visual identity

Lead Designer

Calibrate Health | November 2021–May 2025

- Directed 2024 rebrand and evolved scalable brand guidelines
- Led creative across enrollment and B2B initiatives, supporting growth from 10K to 80K+ members
- Managed agencies, vendors, budget, and cross-functional execution
- Mentored designers and provided art direction across channels

Senior Designer

Healthfirst | March 2017–October 2021

- Led multi-channel brand campaigns serving 1.7M+ members
- Delivered high-volume bilingual marketing during peak enrollment periods
- Produced digital, motion, direct mail, and print assets under tight deadlines
- Awarded "Exceptional Impact" (2020)

Graphic Designer

Dr. Schär Gluten Free | January 2015–March 2017

- Designed integrated digital and print campaigns across email, social, web, and retail
- Developed trade show and retail marketing materials to support company's growth in the North America market expansion

ACADEMIC EDUCATION

Brandeis University

Master of Science in Digital Marketing and Design, May 2022

Montclair State University

Bachelor of Fine Arts in Graphic Design, May 2015