

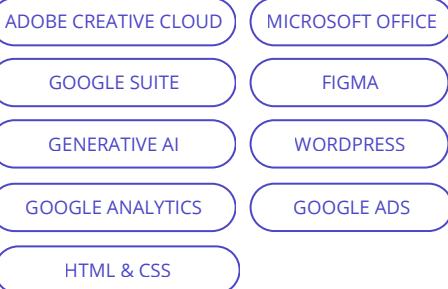
## PROFESSIONAL SUMMARY

Detail-oriented and driven art director and designer with 10 years of experience. Highly adept in digital and print advertising, motion graphics, user experience, branding, editorial content and project management. Seeking to achieve business growth and brand awareness in the industry through multi-channel and strategic visual experiences.

## CONTACT INFO

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Location: Greater New York City Area

## SOFTWARE SKILLS



## CORE SKILLS

- Efficient multitasker, especially with express projects
- Problem solver with a big picture vision
- Fast learner and self-starter
- Effective decision-maker and team player
- Mentor of junior designers

## LANGUAGES

### English and Spanish

Fluent | Spoken and Written

## EMPLOYMENT BACKGROUND

### Senior Designer (Contract)

*Better Mortgage | December 2026-Present*

Developed scalable content systems by creating SOPs for video testimonials and blog production, streamlining workflows across marketing and legal. Repurposed blog content into short-form video using custom AI avatars (HeyGen) to accelerate creation and support paid and organic social campaigns, while exploring new brand patterns and color combinations to evolve visual expression. Led A/B testing strategies to optimize creative performance and inform ongoing design decisions.

*1 World Trade Center, New York NY*

### Lead Designer

*Calibrate | November 2021-May 2025*

Responsible for Calibrate's brand visual identity and managed creative requests from concept development to production. Nurtured Calibrate's expansion across the U.S. and its growth from 10,000 to 80,000+ members. Developed new enrollment campaigns and guides to seamlessly bring new B2B market clients. Redesigned Calibrate's 2024 brand visual identity and developed new brand guidelines. Managed creative agencies, mentored new talent and provided art direction while managing the creative team's budget.

*228 Park Avenue S, PMB 76071, New York NY*

 **Awards:** Two time recipient of company awards, "In it Together," and "You're in Control."

### Senior Designer

*Healthfirst | March 2017-October 2021*

Managed the creative aspects of Healthfirst's successful brand campaigns throughout the concept development and design processes. Created animations, landing pages, social media content, direct mail, flyers and brochures. Consistently met deadlines of rush projects during enrollment periods for English and Spanish speaking communities of 1.7 million members.

*100 Church Street, New York NY*

 **Awards:** Recognized as making an "exceptional impact" in the 2020 annual review.

### Graphic Designer

*Dr. Schär USA | January 2015-March 2017*

Designed a range of digital and print media, including HTML newsletters, social media posts, web advertisements, product renderings, magazine ads, coupons, sell sheets, and postcards. Concentrated on enhancing event experiences by designing trade show booths and event swag materials.

*125 Chubb Avenue, Lyndhurst NJ*

## 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*