

Professionally based in Los Angeles, I bring a decade of expertise in visual design across digital, environmental, production, and branding realms. My portfolio spans diverse sectors, from publishing and fashion to education and technology.

**Clients:**



**Collaboration:**

Embracing collaboration as a cornerstone of creativity, I recognize the paramount value of working alongside fellow designers in ideation processes, particularly in the genesis of new brands or offering support to team members encountering creative blocks. Moreover, I have seamlessly collaborated with marketers, executive leadership, and stakeholders, fostering synergy to conceptualize and execute projects with precision and innovation.

**Here are the best examples:**

SFSNAD's Executive Director and I developed the concept of a successful \$25,000 campaign video.

Created branding for the PXD (People, Experience, and Development) Team at AuditBoard.

Collaborated closely with marketing managers to develop digital marketing and signage assets for IT Risk Now 2023 and Audit + Beyond 2022-2023 initiatives in AuditBoard.

**Business Impact:**

Strategic projects yield significant impacts on company operations and performance. Through collaborative efforts with diverse design teams, my involvement in large-scale initiatives has consistently driven revenue growth for the organizations involved.

**Here are the following achievements:**

Following the September 2021 release of the \$25,000 campaign video, SFSNAD garnered \$25,000 in donations by November 2021, surpassing their anticipated deadline of December 31st to qualify for a \$50,000 grant from the Henry Mayo Newhall Foundation.

Our investment in LinkedIn Ads for IT Risk Now 2023 generated significant results, with 142 paid social registrations and 850 registrations overall.

Our online advertising campaign for Audit + Beyond 2022 in AuditBoard delivered notable outcomes, including 490 in-person attendees, 3,131 virtual attendees across 45 sessions spanning three days, and the creation of 258 opportunities.

Our strategic online advertising campaign for Audit + Beyond 2023 in AuditBoard achieved impressive results, drawing 792 in-person attendees, 4,090 virtual attendees across 46 sessions held over three days, and facilitating the creation of 269 opportunities.