

Strengths

Design

Design lead for 6+ years  
Art & creative direction  
Brand identity & systems  
Product UI & UX  
Responsive & modular web design  
360° campaign conception  
Onboarding & lifecycle strategy  
Motion direction  
Presentation layout  
Digital & print ad layout  
Mechanical file production  
Illustration  
AI Assisted Messaging

Hard Skills

Illustrator  
Photoshop  
XD / Sketch  
InDesign  
Microsoft & Google suites  
Basic Premiere Pro & After Effects  
Essential HTML & CSS  
ChatGPT

Soft Skills

Nurturing design team talent  
Cross-functional collaboration  
Aligning stakeholders around vision  
Navigating creative urgency  
Feedback navigation & iteration  
Developing process efficiencies  
Directing end-to-end delivery

Experience

<b>Common Energy</b> New York, NY	A premier B2C and B2B community solar manager	<b>Design Director</b> 2021-2025 (4+ yrs)
Led design at one of the top-three community solar companies in the U.S., directing a team of four including two direct reports and driving initiatives across brand systems, product design, sales, and marketing. Created a new brand identity and guidelines, overseeing implementation across all legacy and supplemental touchpoints. Increased customer onboarding completion by 22% through improved UX journey mapping and interface design. Applied user research to inform UI refinements that reduced support requests by 33%. Designed B2B sales materials and pitch decks that helped triple enterprise clients. Developed modular email templates and expanded lifecycle flows, leveraging AI to refine messaging, and raised open rates from 32% to 50%. Piloted the design of two industry-first digital platforms on a six-month timeline, unlocking new revenue and setting the company apart in the market. Created investor-facing prototypes that secured \$16M+ in fundraising. Designed executive presentations that elevated brand visibility. Produced ad creative for a \$250K media budget, sustaining 2% lead generation.		
<b>FanDuel</b> New York, NY	The top fantasy sports, betting, and racing retailer	<b>Senior Designer</b> 2019-2021 (2+ yrs)
Pioneered branding, design systems, product, and marketing initiatives that contributed to FanDuel’s rise as the No. 1 sports betting platform in the U.S. Crafted the first brand identity and scalable visual system for FanDuel Racing, a product launch delivered on a tight turnaround while balancing priority initiatives, earning executive recognition for execution and impact. Developed adaptable campaign systems for major sports seasons, maintaining long-term cohesion with strategic creative variation to avoid visual fatigue. Identified inefficiencies in weekly emails and proposed a template that cut asset creation time by two hours weekly. Partnered with the U.K. product team to align brand and interface design across marketing and product. Executed co-branded campaigns with Nike, NBA, Hulu, and others, balancing partner standards with domestic brand integrity. Mentored junior team members toward promotion and improved department-wide workflows for creative operations and asset management.		
<b>Madwell</b> Brooklyn, NY	A rising full-service, boutique creative agency	<b>Intern → Senior Designer</b> 2013-2019 (6+ yrs)
Joined as the 12th employee during the company’s startup phase and advanced from intern to senior designer by producing standout work on high-impact accounts. Specialized in brand identity, building scalable visual systems and guidelines for clients ranging from individuals to retailers, nutraceuticals to real estate. Selected by the CCO to lead branding for strategically sensitive clients, including a full rebrand of Madwell to reflect its creative evolution. Created disruptive advertising for early-stage brands like KIND Snacks and Vita Coco, work that attracted major accounts such as Verizon and Absolut. Conceived and pitched 360° campaigns with bold art direction that helped win new business. Oversaw rollout across digital, print, and experiential touchpoints, including shoots, web integrations, and social launches. Contributed to scaling the agency to 100+ employees and expanding into two additional offices with international reach.		
<b>Mcgarry bowen</b> New York, NY	An established and award winning advertising agency	<b>Intern</b> 2023 (2 mths)