

12+ years creative experience in young, fast-moving technology startups, robust enterprise SaaS companies, The San Francisco Giants to growing small businesses. I help tell stories and drive growth through impactful design, quick-turnaround under rapidly changing deadlines, working across teams and functions, from ideation to implementation. In every role, I go beyond design as an advocate for company culture and inclusion.

Key Skills

- Brand Design
- Digital Assets
- Print Layout
- Web + Email
- Sales Enablement
- Executive Decks
- Social Media

Programs

Adobe Creative Suite: Photoshop, Illustrator, InDesign; Figma, Sketch, Google Docs, Slides; Apple Pages and Keynote; Wordpress, Asana, Wrike, Sprout, Hootsuite, Hubspot, MailChimp, HTML, CSS, Microsoft Office Suite

Brand Designer

Aug 2019-Nov 2022

Amplitude San Francisco, CA

Responsible for ideating and implementing creative to support brand, growth, marketing, internal and ERG/DEI initiatives.

- Exec team decks
- S1 Filing Case Studies
- Landing pages + website
- Email + social assets
- Sales enablement decks
- One-sheeters + whitepapers
- Environmental graphics
- Swag

Creative Marketing Lead

Sep 2017-Aug 2019

East River PR Truckee, CA

Creative Marketing for a variety of clients including retail, travel and tourism, luxury real estate, software; both local and national.

- Brand messaging
- Executive team decks
- Proposals
- Print and digital assets
- Social media and content
- Email marketing
- Influencer marketing
- Event management

Design + Social/Influencer Marketing

Jun 2015-Jun 2017

eero San Francisco, CA

Responsible for evolving and maintaining brand consistency across branded touch points. Owned the daily management and growth of brand social across channels and a network of influencers.

- Packaging
- Investor decks
- Web design and assets
- Defining brand voice
- Social media management
- Email marketing
- Growing Influencer network
- SWAG and Culture Council

Designer + Social Media

Jun 2014-Jun 2015

Waterfall San Francisco, CA

Responsible for design of marketing, recruitment, and culture assets, driving and defining brand consistency throughout all outbound and internal materials.

- eBooks
- Sales enablement decks
- Email assets
- Email marketing
- SWAG and new hire kits
- Monthly company magazine

Marketing Designer

May 2011-Jun 2014

Hearsay Systems San Francisco, CA

Early-stage hire responsible for brand and program design for all departments including Demand Generation, Customer and Prospect Events, Product Marketing, Social Media Marketing and PR, Customer Success and Sales.

- Sales enablement
- Decks, one-sheeters, eBooks
- Web and Email assets
- Banners and landing pages
- SWAG and new hire kits
- Print materials
- Environmental event design
- Culture committee

Social Media + Ambassador

Mar 2011-Sep 2015

San Francisco Giants San Francisco, CA

Part of the Promotions/Ambassador group for the World Champion San Francisco Giants to provide the ultimate fan-experience.

- In-game entertainment
- Community Ambassador
- Curate content in @Cafe
- Interface with fans
- Increase awareness
- Educate on social technology
- Advocate fan engagement

Education

California Polytechnic State University, San Luis Obispo, 2010

Bachelor of Science, Graphic Communication

Design Reproduction Technology Concentration

China Study Abroad:

Graphic Communication

Toured 16 companies and 2 universities in the print and creative industries in Beijing + Shanghai in Summer 2008.

Gamma Phi Beta,

Delta Theta Chapter

Social Media Advisor
New Member Educator
Design Chair

Poly Rep Campus Ambassador

Tours, recruitment and alumni relations. Designed inaugural fundraiser shirt awarded conference prize for creating a legacy program. Design Chair.