

Experience

Senior Brand Designer @ Pendo

Dec 2021 - Present

- › Designed and implemented mini-spot illustrations, a key element of the brand's visual identity.
- › Led the development of the visual theme for the organization's largest annual event, Pendomonium, from concept to execution.
- › Revamped the organization's corporate blog by developing a new layout and style guide, designing custom graphics and visual elements, and providing ongoing design support for blog posts.
- › Collaborated with the brand design team to evolve the brand by contributing to the development of new brand guidelines and assets, providing design feedback and support, and ensuring brand consistency.

Brand designer @ Red Hat

May 2019 - Dec 2021

- › Led art direction for multiple successful brand initiatives, ensuring consistency and alignment with the organization's brand strategy.
- › Designed branded visual assets for campaigns, events, and web properties, including social media graphics, print materials, and digital ads.
- › Developed and implemented systems of visual elements for use across various mediums and applications, including a set of over 350 new icons, training materials, and guidelines that improved brand consistency and streamlined design processes.
- › Collaborated with a team of designers to create and maintain clearly-communicated brand standards, training opportunities, and templates that ensured consistent and high-quality brand execution.
- › Trained new internal and external agency designers on the Red Hat brand, providing guidance on brand guidelines, best practices, and design principles.
- › Consulted on external communications focused on the Red Hat brand story, ensuring alignment with brand messaging and visual standards and driving successful campaigns and initiatives.

Freelance designer

2017 - Present

- › Collaborated with local Raleigh businesses to develop new visual identities that accurately reflected their brand values and resonated with their target audience.
- › Led the creation of custom typefaces for use on print and digital materials, ensuring that the typography aligned with the brand's visual identity and communicated the brand's tone and voice effectively.

Education

BA, Graphic design - NC State University

2016 - 2020