

Experience

Senior Brand Designer | Full-time

Feb 2023 – Present

Pendo | Raleigh, NC

- › Led the development of the visual theme for the organization's largest annual event, Pendomonium, from concept to execution.
- › Elevated blog post engagement by 63% within one quarter by spearheading the creation of a new visual system for social media, leading to heightened brand awareness and enhanced customer interaction.
- › Improved brand consistency by contributing to the development of new brand guidelines, assets, and enablement resources.
- › Led a collaborative effort to revamp the company blog, resulting in a 67% increase in user engagement within one quarter, ultimately boosting online presence and customer interaction.

Brand Designer | Full-time

Dec 2021 – Feb 2023

Pendo | Raleigh, NC

- › Collaborated with a cross-functional team to design and publish a digital touchpoint that resulted in over 200 converted leads within one quarter.
- › Developed a template for whitepapers that better aligned with the new brand and reduced time spent creating new assets by 50% within one quarter.

Brand Designer | Full-time

May 2020 – Dec 2021

Red Hat | Raleigh, NC

- › Led art direction for a brand new initiative, Red Hat TV, ensuring consistency and alignment with the organization's brand strategy.
- › Developed a set of over 350 new icons, training materials, and guidelines that improved brand consistency and streamlined design processes within six months.
- › Trained new internal and external designers on the Red Hat brand, providing guidance on brand guidelines, best practices, and design principles.
- › Collaborated with a team of designers to improve the breadth and user experience of the Red Hat Brand standards, ultimately resulting in improved brand consistency within six months.

Education

Bachelor's Degree in Graphic Design

Sep 2015 – May 2020

North Carolina State University | Raleigh, NC

Skills

Adobe Creative Suite, Adobe Illustrator, Adobe Photoshop, Brand Design, Branding & Identity, Creative Ideation, Creative Leadership, Graphic Design, Leadership, Logo Design, Marketing Strategy, Photography, Photoshop, Problem Solver, Project Management, resourcing, Social Media Marketing, Typography, Type Design, Web Design, Design Systems