

I am a Communication Designer with a strong focus on UX design, specializing in wireframing, prototyping, and high-fidelity designs that enhance user experiences. Currently pursuing a UX Design Certificate from UCLA Extension, I am expanding my skills in usability testing, interaction design, and user research. I combine a user-centered approach with my background in visual communication to create functional, engaging, and on-brand digital solutions.

Work Experience

Graphic Designer | What Kids Want

June 2023 - Present

- Design licensed and non-licensed products, adhering to style guides for brands like Disney, Marvel, Hasbro, and Mattel.
- Collaborate cross-functionally with marketing, sales, and development teams to create compelling and on-brand solutions.
- Review, retouch, composite, and enhance imagery for Sales department PowerPoint presentations
- Assist with packaging updates and redesigns for various products
- Apply color, layout, and typography expertise across print and digital initiatives

Communication Designer | IntersectLA - Creative Collaboration

November 2022 - May 2023

- Develop wireframes, prototypes, and high-fidelity designs to enhance user experience and streamline project workflows.
- Maintain and evolve digital design guidelines to ensure brand consistency across all platforms.
- Present design concepts to stakeholders, articulating design rationale and gathering constructive feedback.
- Present design concepts to stakeholders, effectively using storytelling to convey design rationale and gather constructive feedback.

Graphic and Motion Designer | CSUN Career Center

August 2021 - May 2023

- Design visually engaging graphics, layouts, and animations optimized for social media, enhancing brand presence and storytelling across platforms.
- Develop cohesive visual and motion content aligned with brand identity and current trends, capturing target audiences and driving engagement.
- Collaborate with marketing teams to create strategies and assets for campaigns, promotions, and events, using animation to increase viewer interaction and shareability.

Project Manager/Designer | DesignHub

January 2022 - July 2022

- Directed rebranding and social media strategy for ABN, enhancing brand visibility and user engagement.
- Managed timelines, meetings, and presentations, ensuring project milestones were met.
- Designed logos and social media templates, implementing cohesive visual strategies across all platforms.

Book Cover and Interior Designer (Freelance) | Community Literature Initiative Publisher

August 2021 - December 2022

- Conceptualized and designed book covers, collaborating closely with authors to meet project goals.
- Delivered impactful designs that aligned with author objectives and market trends.



Education

California State University, Northridge (CSUN)

BA in Art - Communication Design
Graduated with Honors, May 2023

Los Angeles Valley College (LAVC)

Associate in Arts - Graphic Design
Graduated, 2021

University of California, Los Angeles (UCLA) Extension

UX Design Certificate (in progress)
Expected Completion: 2024



Skills

Design Tools: Adobe Creative Suite (Illustrator, Photoshop, InDesign, After Effects, Lightroom), Figma, Webflow, Canva, WordPress

Web & Coding Skills: HTML, CSS, Responsive Design, UX/UI Prototyping, Wireframing

Specializations: Visual Communication, Product Packaging Design, Licensed Product Design, User Research & Personas, Usability Testing, Information Architecture, Interaction Design, Design Thinking

Soft Skills: Collaboration, Project Management, Problem Solving, Creativity, Communication, Time Management