
WORK EXPERIENCE

Associate CMFG Designer - June 2023 - Present

PopSockets, Boulder, Colorado (remote)

- Creating & developing both original designs and licensed collections for PopSockets, from inception to production
- Created top performing product in both DTC & retail placements
- Developing product with overseas production teams; managing timelines, delivering high quality product across multiple media & material types, and within budget
- Forecasting trend inspiration to create relevant seasonal collection stories, using WGSN, licensor updates, and real world exploration
- Primary designer for licensed collaborations & maintaining relationships with hardline licensed partners, including Disney core, Disney Parks, Marvel, Star Wars, Warner Brothers, Miffy, Peanuts, Pokémon and Squishmallows.
- Collaborating with diverse internal & external teams, managing freelancers & interns

Co-Director, Sea Walls Emeryville 2022 — 2022

PangeaSeed Foundation, Emeryville, California

- Organized 17 murals painted over the course of 10 days in September 2022
- Created marketing & promotional assets
- Secured funding, curated artist line up, organized community events, secured walls
- Managed both the artists and operations team

Muralist — 2017 - Current

- Designing & installing large scale, hand painted murals for both interior and exterior walls in California and Hawai'i
- OSHA Certified Lift Operator

Associate Graphic Designer — December 2019 - March 2020

Junior Graphic Designer — March 2018 - December 2019

PopSockets, San Francisco, California

- Created original graphics/illustrations for products at Popsockets. Sold in 80k stores globally.
- Launched Popsockets' Beauty with graphics for PopLips Grip & PopMirror
- Launched Popsockets' PopThirst category.
- Designed and developed Bestseller Premium materials; such as Enamels, Glitter+Graphics in Resin
- Trend + Color forecasting for seasonal graphic launches.
- Created 3D product images for the PopSockets website.

Design Intern — September 2017 - November 2017

Penguin Random House, Young Readers Division

New York, New York

- Design illustrations for the middle grade and YA market.
- Worked with Sales + Editorial teams to determine direction for Cover Art.

ILLUSTRATION & DESIGN

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SKILLS

- Hand Painting
- Drawing
- Typography
- Trend Forecasting
- CMF Material Development
- Hardline Product Development
- Licensed Product Development
- Collaborative Team Player
- Strong Attention to Detail

TECHNICAL SKILLS

Adobe Creative Suite

Photoshop

Illustrator

InDesign

Keyshot

EDUCATION

Bachelors Degree in Illustration

California College of the Arts

2013 - 2017

with High distinction

References Available Upon Request