

EXPERIENCE**ROCHE BROS. SUPERMARKETS Designer** | 2023 - Present

Design a variety of digital and print assets for the company's 20 supermarkets across Massachusetts, including weekly emails, website banners, social, paid media, retail signage, packaging, and more.

Lead and execute digital and print design for large-scale marketing campaigns, including our new loyalty program launch, holiday catering, seasonal promotions, and in-store visual refreshes.

Update the email program with best practices, including responsive imagery, alt text, and mobile readability.

Collaborate closely with the Creative Director, marketing team, ecommerce specialists, grocery departments, and store managers to deliver high quality work in a fast-paced environment.

AMERICA'S TEST KITCHEN**Associate Art Director, Marketing** | 2020 - 2023**Graphic Designer, Marketing** | 2015 - 2020

Specialized in digital marketing design, including email, web ads, and social.

Designed and coded a high volume of responsive emails using Photoshop and HTML/CSS in Dreamweaver, including membership & book promotions, customer retention journeys, and various weekly newsletters. Led design of all online membership email promotions reaching over 4.5 million subscribers per send, including multiple flash sales that resulted in a 250% increase in conversions.

Art directed photo shoots. Led teams to capture engaging marketing & product imagery for sales, shop pages, and equipment collections, as well as editorial food photography & cooking scenes for three kids cookbooks.

Collaborated closely with various teams including marketing, product, and ecommerce to conceptualize cohesive designs within brand guidelines and successfully execute large cross-channel marketing campaigns.

Created graphics and animations for ATK's social media channels and email banners. Designed print marketing pieces, including binds & wraps for magazine publications, direct mail marketing pieces, and recipe cards for sponsors.

EKF STUDIOS Freelance Designer & Photographer | 2009 - Present

Design a variety of digital and print materials, including social media campaigns, brochures, logos, and websites for a variety of clients including Northeastern University and Wayside Youth & Family. Photograph for various clients and events in the Boston area including weddings, families, and local businesses.

1059 A CREATIVE AGENCY Graphic Designer | 2014 - 2015

Designed various digital and print materials, including emails, web & print ads, and social media graphics for clients using the Adobe Suite. Designed and developed customized WordPress sites for clients.

FACING HISTORY AND OURSELVES Assistant to the Senior Designer | 2013 - 2014

Designed social media images, web graphics, and other printed & digital materials for the organization.

SKILLS

Photoshop

Illustrator

Dreamweaver

InDesign

HTML/CSS for Email

Adobe XD

Figma

Print Design

Photo Shoot Art Direction

DSLR Photography

Google Workspace

Salesforce Marketing Cloud

EDUCATION**Northeastern University**, Boston, MA

BFA in Digital Art | May 2015 | Magna Cum Laude

Concentrations in Graphic Design and Photography

Cuba: Documentary Photography**Spain:** Language & Culture**Greece:** Arts & Culture

INTERESTS

Spanish (highly proficient speaker), travel, cooking, music (former performer in the Boston area)