

SUMMARY

Multidisciplinary designer with 8+ years of experience across brand storytelling, product styling, and visual merchandising. Known for blending creativity with strategy to bring bold concepts to life. Currently working at Nike Inc. as a freelance product stylist, with a passion for crafting compelling design systems and immersive campaigns. Seeking a Junior Art Director or Designer role where I can contribute to impactful, user-focused visual work.

EXPERIENCE

Nike Inc. — Freelance Product Stylist

- Styled seasonal and high-profile product launches for NIKE.com, SNKRS, and Converse.com, contributing to increased consumer engagement.
- Maintained adherence to global style guides, reducing production inconsistencies by 15%.
- Supported daily prep and styling of 30+ footwear and apparel products for e-commerce and editorial shoots.
- Collaborated with creative and merchandise teams to streamline on-set workflows and ensure fast turnaround.
- Hit and maintained daily styling throughput targets in high-volume, deadline-driven environments.

Various Artist — Tour Manger

- Organized multi-city tours across the U.S. and Europe; coordinated travel, accommodations, and logistics.
- Acted as primary liaison between artists, venues, and record labels during press events, festivals, and shows.
- Managed merchandise design, production, and event sales — generating over \$25K per tour in revenue.
- Oversaw budget tracking and financial reporting to stakeholders post-tour.

Last Kings / Sorella — Manager & Designer

- Managed full store operations and merchandising, increasing monthly sales by 25% through styling and display strategies.
- Designed original apparel and accessories using Adobe Illustrator for in-store and tour sales.
- Styled monthly product shoots for social and campaign use, leading to a 40% boost in online engagement.
- Directed hiring and training of all staff; managed budgets, inventory, and vendor relationships.
- Planned targeted marketing campaigns that elevated brand visibility during international retail tours.

PROJECTS

OnPoint Casino Rebrand — UI/UX & Visual Identity

- Designed two landing pages and a new gameplay UI for desktop/mobile use.
- Created Facebook and Google ads for marketing campaign execution.

VITA Supplements — Branding, Packaging, & Web

- Developed branding, product layout, and content for organic powder blends and protein bars.
- Designed landing page concepts and social visual assets.

LEGO Interactive Campaign — Art Direction & Strategy

- Designed campaign case study for LEGO focused on digital interaction and playful UX.
- Built brand extension visuals and mockups for campaign presentation.

DUMB Magazine — Creative Direction & Layout

- Directed visual layout and editorial flow for a satirical magazine issue themed around pop culture chaos.
- Designed feature spreads, type treatments, and cover story highlighting Kendrick Lamar's album GNX.

EDUCATION

A.A. in Graphic Design

Santa Monica College (SMC)

SKILLS

Design

Visual Design, Art Direction, Campaign Concepting, Typography, Branding, Styling, Layout Design

Research

Moodboarding, User Interviews, Creative Strategy, Cultural Insight, Market Trends

Tools

Adobe Creative Suite (Photoshop, Illustrator, InDesign, XD), Figma, Webflow, Microsoft Office

ACHIEVEMENTS

- NIKE Creative Studio recognition for consistent styling output and brand adherence.
- Completed 20+ styled seasonal campaigns for NIKE.com and SNKRS.
- Graduating with Honors from SMC Graphic Design program.
- Successfully managed artist tours across 10+ cities with full logistics and merchandising.

CERTIFICATIONS

- Figma UI/UX Design Essentials – Udemy (2025)
- HTML & CSS for Web Designers – Udemy (2025)