



## experience

### ILLUSTRATOR & VISUAL DESIGNER

#### Illustrator, Concept Artist • **EMYCLEMENCE ILLUSTRATION (FREELANCE)**

2012-

- Continue to explore, hone, and learn new art practices in traditional and digital media
- Create character moments and scene illustrations for books in publication, logo and spot illustrations for podcasts, newsletters, and business startups
- Produce artwork by commission of animals, people, and scenes for dozens of various clients ranging from individuals to businesses

#### Founder, Designer, Marketer, Illustrator • **DEARLING BLENDS**

2016-

- Originated a tea company with an ethical, sustainable bottom line for direct-to-consumer purchase
- Created all visual design, social media marketing, sales collateral, and packaging design including brand illustrations and rich media
- Conceptualized and developed targeted social media posts that successfully introduce a new brand, capitalizes on both organic and paid engagement and built a strategy to grow the brand
- Analyzed traffic, engagement, and conversion data and modified marketing, product, and design plans in response to findings
- Blended teas!

#### Visual Content Producer - Graphics, Photography, Illustration • **CRAYOLA**

2017-2019

- Produced photos, designs, and illustrations for many products concurrently to increase consumer engagement by ~200%
- Increased conversion on e-commerce platforms by ~35% by bolstering product detail page (PDP) imagery with rich media, high quality images, and inspirational outputs
- Created illustrations and project outputs to better build and convey brand story
- Spearheaded test and learn initiatives in order to determine and implement data-driven decisions, to support corporate growth
- Collaborated with other content producers and contractors, manage contractor relationships specific to imagery

#### Visual Designer & Internal Marketing Lead • **LANCER SYSTEMS**

2016-2017

- Created a style guide, designed and set brand standards company wide
- Lead art direction and brand marketing
- Integrated multimedia and responsive designs in emailers and social media postings to garner an average open rate of 27% and average click-through rate of 4% on emailers
- Lead a cross functional team to build and deploy a modern ecommerce and educational website

#### Lead Designer, Packaging Designer, Illustrator • **NANACOCO COSMETICS, OF ANNIE INTERNATIONAL**

2014-2016

- Created the brand guide, voice, and story for a shelved cosmetic brand including packaging, emailers, social media posts, interactive newsletters, and catalog in support of a successful relaunch
- Managed projects and led a cross functional team in social media and print marketing efforts
- ACCOLADES:** Franklin Award 2016, 2017 "for excellence in print & design" awarded to the summer catalog. This project included all design and a featured spread of illustrations for print and digital publication

## volunteer

#### Storyteller, Visual Designer • **BELTANE FIRE SOCIETY**

2012-

- Volunteer with a cultural non-profit in Scotland as a visual development artist for performance festivals and act as a final check for narrative throughout the performance
- Design hair/makeup/costume to support storytelling where characters have no spoken dialogue
- Fabricate costumes and props according to the greater performance and character designs

## education

Arcadia University  
BA Scientific Illustration  
Minor in Theater Arts

Glasgow School of Art  
Scotland, Student Exchange Program  
Concentration in Printmaking

Elevate Yoga  
Teacher Training  
RYT200

## skills

Brand Illustration • Spot/Editorial Illustration • Traditional Illustration • Vector Illustration • Direction • Team Leader • Visual Design • Brand Design • Rich Media • Logo Design • Typography • Pattern Design • Photo Editing  
Mac/PC • Adobe CC, CS6, CS5: Illustrator, Photoshop, InDesign, After Effects • Sketch • Wordpress • HTML