



ADVERTISING & GRAPHIC DESIGN

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## EDUCATION

### Kutztown University of Pennsylvania

KUTZTOWN, PA | AUGUST 2022 - MAY 2026

- B.F.A. in Communication Design
- Overall GPA of 3.8
- Dean's List: Fall 2022 - Spring 2026

## SKILLS

### Soft

- Creative thinker with constructive communication skills
- Described as responsible and dedicated
- Always a friendly, team player

### Technical

- Highly skilled with Adobe Illustrator, Photoshop, and InDesign
- Knowledgeable about Figma, After Effects, and Canva
- Letterpress certified

## HONORS/AWARDS

### Granted Presentational and Regional Excellence Scholarships

HAWTHORNE, NJ | 2022 - 2026

### KUCD Senior Award Nominee

NOMINATED FOR GRAPHIC DESIGN, ADVERTISING, AND BRENDA INNOCENTI FEMALE CHAMPION AND LEADERSHIP AWARDS | MAY 2026

### Gold Addy Award

AAF GREATER LEHIGH VALLEY ADVERTISING AWARDS, CROSS PLATFORM INTEGRATED BRAND IDENTITY CAMPAIGN: GOATED LAUNDROMAT AND SPORTS BAR | JANUARY 2026

### The Playlist Project Exhibition

ATRIUM GALLERY, KUTZTOWN UNIVERSITY (JURIED, GROUP SHOW) | NOVEMBER 2025

### Creative Code Exhibition

NEW MEDIA GALLERY, KUTZTOWN UNIVERSITY (GROUP SHOW) | OCTOBER 2025

### Bias Poster Exhibition

ROHRBACH LIBRARY, KUTZTOWN UNIVERSITY (GROUP SHOW) | NOVEMBER 2024

## DESIGN EXPERIENCE

### Graphic Designer and Social Media Marketer

READING, PA | GENESIUS THEATRE | NOVEMBER 2025 - PRESENT

- Create content calendar in advance for all social media platforms
- Continuous communication and collaboration with other designers
- Design social posts and marketing materials for theatre shows
- Redesign logo and full branding kit

### Immersive Experience Intern

WEST READING, PA | NEOPANGEA | OCTOBER 2025 - DECEMBER 2025

- Gained hands-on experience supporting a wide range of creative and strategic tasks
- Developed an independent internship project familiarizing myself with Figma
- Assisted with various stages of the design and research process, including gathering inspiration, collecting and organizing data, learning about how they utilize AI, and making edits

### Graphic Designer

KUTZTOWN, PA | RESIDENCE LIFE, HOUSING, AND DINING SERVICES | AUGUST 2024 - DECEMBER 2025

- Designed posters and social media posts to be viewed across campus and social media
- Worked with campus clients to present designs and listened to feedback
- Efficiently worked to meet quick turnaround times

## INVOLVEMENT

### American Institute of Graphic Arts (AIGA)

E-BOARD MEMBER: COMMUNICATION DIRECTOR | KUTZTOWN UNIVERSITY | SEPTEMBER 2022 - PRESENT

- Trusted to track memberships and interest through Google forms and event sign ups
- Collaborated with board members to plan and execute events
- Design posters and social media posts to advertise events

### Image Making Club

E-BOARD MEMBER: TREASURER | KUTZTOWN UNIVERSITY | AUGUST 2025 - PRESENT

- Trusted to control the club's funding
- Collaborated with board members to plan and execute events
- Participate in weekly club meetings and exchanges

### Design Day Camp

KUTZTOWN UNIVERSITY | NOVEMBER 2025, 2026

- Helped an event to advertise the Communication Design program to potential high school applicants
- Specifically chosen to assist professors with planned activities
- Welcomed, directed, and communicated with students as we conducted artistic activities

## LEADERSHIP

### Head Print Lab Monitor

KUTZTOWN, PA | KUTZTOWN UNIVERSITY | AUGUST 2024 - PRESENT

- Highly skilled in troubleshooting to find solutions with technology
- Knowledgeable about multiple printers and their various settings
- Able to inform and communicate with peers efficiently

### Designathon

KUTZTOWN UNIVERSITY | PARTICIPANT, TEAM LEAD | FEBRUARY 2024, 2025, 2026

*Designathon is a 12-hour design marathon where students work in teams creating work for non-profits*

- Worked with Kutztown University Visual and Performing Arts Program to create a poster to be sent out to high schools promoting the program
- Team leader for the Stanhope Schoolhouse to celebrate their 150th anniversary with a logo, promotional prints, merchandise, and social media posts
- Team leader for the Boyertown Museum of Historical Vehicles to create multiple logos and flyers

## STUDY ABROAD

### London, England

KUTZTOWN UNIVERSITY | DECEMBER 2025 - JANUARY 2026

- Learned through an open classroom setting throughout England
- Successfully participated in International Studies class that focused on various subjects
- Filled out a daily journal about my observations and key takeaways through drawings and writing
- Gained independence and confidence in a new setting