

EXPERIENCE

20|20 Creative Group

Brand & Web Designer • 2015–Present (*Remote 2020–Present*)

Develop brand identity systems, design systems, and marketing/campaign assets for small to mid-sized businesses; art direct and contribute to photo/video productions from concept through post; own in-house web workflow from strategy through development and launch; coordinate directly with clients and vendors.

Selected Projects

Promega // Concepted and designed an internal energy conservation campaign; wrote campaign copy and developed print and digital assets; campaign achieved 6% reduction in energy use against a 2% goal.

Ganiyan // Led brand identity design, packaging system, and art direction for a cannabis startup; developed visual identity from logo through packaging templates; directed product and lifestyle photography to establish a cohesive premium brand aesthetic.

Ambient Trash

Musician & Content Creator • December 2019 - Present

Plan, film, edit, and distribute product demo videos for guitar effects pedal manufacturers, from small boutique operations to international distributors; compose and produce original music written around the demo gear; develop and maintain channel visual identity and content design system; coordinate with clients on content strategy, launch timelines, and product discovery. Clients include MXR and Chase Bliss.

EDUCATION

California Polytechnic State University, San Luis Obispo

B.S. Graphic Communication • Web & Digital Media Concentration

September 2010 - December 2014

SKILLS

Creative // Visual/Brand Design, Art Direction, Campaign Design, Copywriting/Editing, Social Media, Photo/Video Production, Color Correction & Grading, Audio Production

Software // Adobe CC (Photoshop, Illustrator, InDesign, After Effects, Premiere), Figma, Google Workspace, WordPress, Final Cut Pro X, Reaper, AI tools (Nano Banana, Runway, ChatGPT, Claude)