



WORK EXPERIENCE

June 2012-present

Motion Graphics Designer & Video Producer, AVL Digital (Disc Makers & BookBaby)

Full-time position in which the responsibilities include: interactive design, illustration, video production, animation, YouTube & blog management, UX design, and product photography.

- Conceptualize and execute branding campaigns implemented across print, web, and social media platforms. This includes animating video ads, coding HTML responsive emails and landing pages on websites, illustrating infographics, designing conference branding, testing usability/communication, etc.
- Create and manage all aspects of company's video marketing materials, including YouTube ad campaigns, animated loops for social media, How-To screencast tutorials, and client testimonials.
- Optimized the YouTube channel, which increased watch times/shares and surpassed 1K subscribers.
- Designed the 2017 Independent Author's Conference branding print materials, including badges, speaker boxes, and panel signage. Also filmed the opening keynote, interviews, and b-roll throughout the event.
- Illustrated infographic series that improved brand awareness and data visualization for users.
- Converted blogs to responsive templates to improve user experience; SEO manager said the organic traffic increased 10-fold in one year.
- Created instructional tutorial videos for customer service that aided customers (decreased time on phone).
- Tested designs and animated GIFs that lead to increased email open rates and campaign performance.
- Collaborate daily with a product manager, software engineers, SEO coordinator, and marketing specialists.
- Teach lessons as guest professor to collegiate level students. Also manage seasonal interns.

EDUCATION

2016-Current

University of Pennsylvania, Auditor

Classes: Computer Animation, Environmental Animation, & Advanced Environmental Animation

- 3DS Max, Maya, Filming/Editing Green Screen Footage, 360 Video, etc.

2017

YouTube Creator Academy, Certification in Pre-production, Production Skills, and Google Analytics.

2017

The Hacktory, 3D Printing Course (*Local makerspace that provides hands-on learning*)

2007-2012

Tyler School of Art (Temple University), Bachelor of Fine Arts

Major: Graphic & Interactive Design, Minor Art History

Ranked in Top Nine Percent with 3.81 GPA; Magna Cum Laude Honors

- After Effects, HTML5, CSS3, Responsive Design, & Parallax Design

SKILLS

- 2D/3D Animation, Motion Graphics, Illustration, Video Production, Audio, Filming, Editing, 360 Video, Interactive Design, UX experience, Social Media Management, HTML5 Coding, CSS, Basic PHP, Flash
- *Software*: Adobe After Effects, Premiere Pro, Audition, 3DS Max, Maya, Adobe Illustrator, Photoshop, Dreamweaver, InDesign, Fireworks, Microsoft Office

CREATIVE EXPERIENCE

Summer 2016

Illustration was published in Bucks County Illustrators Society's Book, *Fantasy Tales*

Spring 2013

Top 100 AIGA Philadelphia 2013 Design Awards, AIGA Professional Association for Design

VOLUNTEER WORK (*more can be provided upon request*)

2017

Attended the United by Blue and REI Cleanup at the Wissahickon Creek

2016

Designed and painted a mural at the Kendrick Recreation for the Pretty Pointers Dance Group.

2016

Designed a Logo for Lindy and Blues (LaB), a local community dance group.