





A multifaceted designer, specializing in brand-building, packaging design, layout, and typography.

Brand design and consumer packaging are my bread and butter. For more than fifteen years, I've helped brands and various clients tell their stories and bring their products to life.

From food and beverage to lifestyle brands, I bring a wealth of experience and insight to any project. My thoughtful, strategic approach, straightforward communication style, and bright energy make me an asset to any team. I'm dedicated to creating well-made work that feels relevant and fresh.



EXPERIENCE

2009 - 2024 | KGD | FREELANCE DESIGNER, SENIOR CREATIVE LEAD

Brand and packaging design: creating various assets (print and digital) for food, beverage, wellness and lifestyle brands. Editorial design work: layout for books, magazines and catalogs.

Tackling projects from start to finish: design concepts, art direction, and crafting final artwork. Managing timelines, project workflow, production and communication with relevant vendors.

2022 - 2024 | SOLAWAVE | SENIOR BRAND & PACKAGING DESIGNER

Creating packaging for a variety of skincare products. Primary and secondary packaging designs. Working closely with our small in-house team to develop packaging strategically and create a systematic product framework.

Designing various brand marketing materials for the DTC and Retail landscapes: including branded mailers, influencer packages, merch/apparel, shelf retail displays, etc.

Direction and design work for brand evolution - creating brand guidelines, various brand applications, evolving the current brand palette for print and digital. Brand ID, Landing Pages, Email, Social.

2019 - 2021 | TETHER, CREATIVE AGENCY | SENIOR CREATIVE

Developed brand/identity systems, print and packaging design, and digital design for a variety of clients in technology, skincare, food, beverage, wellness, cannabis and wine. Worked and collaborated directly with clients to find solutions that best met their needs and made them feel heard.

Worked closely with the Tether team to create brand stories, positioning, logos/icons, and extensive brand guidelines. Other projects included: primary packaging design, secondary packaging design (boxes, labels, tetrapack, wrappers, litho and flexo printing). Digital work included: web design, landing pages, digital brand guides, and social media toolkits.

2018 | TALKING RAIN BEVERAGE CO | PACKAGING DESIGNER

Our design and marketing teams contributed to 15% sales growth in 2019. Sparkling Ice became the national leader in the sparkling water category in the first quarter!

Packaging redesign for Talking Rain's Sparkling Water product assortment. Packaging design and LTO campaign concepts for Sparkling Ice brand. Product innovations: working on new product development - naming, label designs and market testing.

Oversaw art release, prepress and production. Worked closely with vendors to establish best practices for art-release for various packaging designs: printed cans, roll-fed bottle labels, cartons and shrink wrap.

Worked to improve internal design workflow: brought in new processes and created a new digital framework for art and asset management. Mentored fellow designers on my team.

2009 - 2016 | WILLIAMS-SONOMA | SENIOR DESIGNER, BRAND PACKAGING

Part of a strong team that evolved the brand to become more refined and relevant. Packaging design for food and confections, and packaging systems for bakeware, and various home products. Structures included: boxes, hangtags, flexo pressure-sensitive labels, and embossed tins.

Worked closely with our internal team to design a variety of concepts weekly. Presented for review directors and other stakeholders. Mentored fellow designers and oversaw creative work within the department. A long-term, invested member of the WS family.

SKILLS

BRAND DEVELOPMENT

IDENTITY DESIGN

PACKAGING DESIGN

TYPOGRAPHY

LAYOUT

ICON DESIGN

ILLUSTRATION

DIGITAL DESIGN

PRINT PRODUCTION

ADOBE CS

FIGMA

EDUCATION

BACHELOR OF FINE ARTS GRAPHIC DESIGN

California College
of Art and Crafts
2004 - 2007

Maryland Institute
College of Art
2002 - 2003