

Profile

Senior Visual Designer with 20+ years of experience creating integrated creative across digital, social, web, print, OOH, presentations, environmental, and experiential design. Experienced taking projects from concept through production, including visual development, executive presentations, photography art direction, agency and vendor direction, and large-scale event branding. Known for thoughtful collaboration, meticulous attention to detail, and creating polished, cohesive work across every touchpoint.

Core Competencies

- Visual Design & Art Direction:
Brand & Campaign Design, Integrated Marketing Campaigns, Digital & Web Design, Social Media Design, Executive Presentations, Print & Collateral, Experiential/Environmental Design, Photography Direction, Visual Brand Systems.
- Software & Creative Tech:
Adobe Creative Cloud (Photoshop, Illustrator, InDesign, Lightroom), Workfront, Figma, Framer, PowerPoint.
- AI & Creative Technologies:
ChatGPT, Adobe Firefly, Midjourney, AI-Assisted Creative Workflows.

Education & Awards

- Industry Recognition:
MarCom Platinum
MarCom Gold
Hermes Gold
NEDMA Gold
- Bachelor of Science in Design, Cum Laude
Northeastern University

Professional Experience

Senior Graphic Designer

Schneider Electric | 2016–2026

- Designed integrated brand and marketing campaigns across web, email, social media, presentations, print collateral, advertising, and experiential environments, supporting global marketing initiatives driving audience engagement across multiple customer touchpoints.
- Developed integrated visual systems for high-visibility initiatives including the Boston Marathon and Innovation Summit, extending campaign concepts across digital, print, environmental graphics, signage, presentations, and onsite experiences.
- Conceptualized global Customer Stories, translating complex business outcomes into visual narratives across web, social, presentations, video, and print.
- Led creative direction for high-visibility executive and customer-facing initiatives. Partnered with senior stakeholders to align creative strategy with business objectives.
- Art directed photography from concept through production, including creative briefs, shot lists, production direction, image curation, and post-production.
- Developed photography, social media, and visual brand guidelines to strengthen consistency across teams, campaigns, and channels.
- Managed multiple concurrent projects and shifting priorities, maintaining formatting accuracy, copy consistency, brand standards, and production quality under tight deadlines.
- Collaborated with cross-functional teams, agencies, and production partners, stepping into projects midstream to solve creative challenges and drive work through delivery.

Senior Graphic Designer

Carbonite | 2014–2016

- Designed integrated B2B and B2C campaigns across web, email, print, advertising, and events.
- Helped define the visual language for Carbonite's website redesign, including illustration and photography systems.
- Created cross-channel marketing assets supporting three major product launches.
- Partnered with marketers, copywriters, and developers to deliver cohesive, integrated marketing campaigns.

Graphic Designer

Vistaprint | 2006–2014

- Developed high-volume acquisition and retention campaigns across email, web, print, and direct mail.
- Designed high-volume promotional creative supporting customer acquisition, retention, and seasonal marketing initiatives.
- Advanced from Production Assistant to Graphic Designer through consistent performance and creative growth during seven years with VistaPrint.