

## Skills

- **Design Tools:** Adobe Photoshop, Illustrator, InDesign, Premiere, Figma, Canva.
- **Web Accessibility:** WCAG, ADA, HTML, CSS, Research, Usability Testing, Prototyping.

## Work experience

### Digital Shelf Creative Freelancer, 12/2024 - Present, *Mars United Commerce*

- Created and optimized above-the-fold and below-the-fold product images for Amazon, ensuring high-quality visuals aligned with brand and retailer guidelines.
- Adapted and versioned assets for desktop and mobile, maintaining consistency and effectiveness across platforms.
- Retouched product images to enhance visual appeal and meet e-commerce standards.
- Presented creative work to senior team members and clients, incorporating feedback efficiently using Adobe Creative Suite.

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### Junior Art Director, 06/2022 - 12/2024, *Arc Worldwide*

- Boosted traffic by 48.2% and sales by 13.3% following a successful TRESemmé store redesign, attracting 39.7% more new visitors and increasing order volume by 19.2%.
- Increased total sales by 4.3% to \$1.17M and boosted order volume by 8.1% following a strategic Dove store redesign, driving a 13.2% higher sales-per-visitor rate and 13.1% more units sold year-over-year.
- Generated 11% higher engagement and 26% more clicks to product detail pages compared to previous Amazon social posts, while maintaining a consistent reach and impressions.
- Designed key visuals for 3 advertising campaigns, leading concept development from ideation to final execution.
- Experienced creating key visuals for 3 advertising campaigns from scratch.
- Led client presentations, effectively incorporating feedback to refine final assets.
- Prepared 3 accessibility trainings for creative team needs and implemented those guidelines.
- Participated in agency internal projects, such as the Breast Cancer Awareness Campaign, NICK Retail Intelligence Center, Are You Sold social assets, and Arc Website Template Creation.
- Demonstrated problem-solving skills during 9 brainstorming and campaign ideation sessions.

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### Graphic Designer, 09/2019 - 08/2021, *ConnectYou*

- Developed a cohesive visual identity for the startup's Instagram and YouTube channels, designing layouts with Figma, InDesign, Canva, Illustrator, Premiere and Photoshop.
- Created marketing brochures and presentations that secured investments from 3 major UK universities.

## Education

### New York University, *M.P.S. Interactive Telecommunications*

- Relevant courses: Visual Design, Design Research, Visual Journalism, Developing Assistive Tech.

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### University of Bath, *BSc (Hons) Psychology*

- Thesis title: "Focus Groups Study: Perceptions of Online Harassment at University".

## Achievements

- Certified Professional in Accessibility Core Competencies and US DHS Trusted Tester.
- Volunteered at 11 organizations with 976 hours contributed.