

## PROFESSIONAL EXPERIENCE

### SENIOR VISUAL DESIGNER CONTRACTOR

Developed design system libraries. Enhanced significant areas of visual design in The North Face digital experiences.

### SENIOR VISUAL DESIGNER CONTRACTOR

Developed creative for product pages, editorial content, emails, social media, in app messaging, landing pages

### SENIOR INTERACTIVE DESIGNER

Worked closely with SMEs, product managers and developers to create Spanish Reading lessons for K-8 students

### SENIOR ART DIRECTOR

Developed creative concepts for all marketing channels — including print, OOH, collateral, social, websites, email

### SENIOR VISUAL DESIGNER CONTRACTOR

Responsible for leading, developing and executing digital concepts for cannabis-based businesses

### DESIGN SUPERVISOR

Designed micro-sites, web banners, and online campaigns for B2B clients

### SENIOR DESIGNER

Designed various catalogs, brochures, campaigns. Involved in all aspects of layout and production

### ART DIRECTOR

Designed awareness campaigns and interactive tools for orphan diseases

### SENIOR DESIGNER CONTRACTOR

Designed catalogs, brochures, and newsletters for Tufts Medical Center and Jordan Hospital.

### DESIGNER

Developed graphics and interactive brand expressions for a variety of industrial, medical, and consumer brands

### VF CORPORATION

Boston, MA November 2022 – Present

### BOSE

Boston, MA April 2022 – October 2022

### CURRICULUM ASSOCIATES

Boston, MA February 2021 – November 2021

### MERGE

Boston, MA April 2020 – February 2021

### CANNABIS CREATIVE GROUP

Boston, MA September 2019 – February 2020

### FIDELITY COMMUNICATIONS AND ADVERTISING

Boston, MA June 2015 – July 2019

### OXFAM AMERICA

Boston, MA April 2013 – May 2015

### CAMBRIDGE BIOMARKETING

Cambridge, MA April 2012 – April 2013

### WINSORCOBB DESIGN

South Boston, MA March 2011 – March 2012

### ALTITUDEINC

Somerville, MA January 2007 – December 2010

Boston, MA

May 2005

Santa Fé de Bogotá, Colombia

April 1999

## EDUCATION

### MASSACHUSETTS COLLEGE OF ART

Graphic Design Certificate Program

### PONTIFICIA UNIVERSIDAD JAVERIANA

Bachelor's degree in Industrial Design

## AWARDS

### 2014 HATCH AWARDS MERIT AWARD

Oxfam America Out-Of-Home Campaign category of "Broadcast"

## SKILLS

### SOFTWARE

Adobe Creative Suite, Figma, Invision, Sketch

### LANGUAGES

Spanish and English



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