

WORK EXPERIENCE

2020 – 2022

Sr. Visual Designer, Everlywell, Austin, TX

Establish brand guides and art direction for Everlywell. Build and scale design systems. Collaborate with product to ensure site is on brand. Execute marketing campaigns across channels. Present design concepts to stakeholders.

2020

Lead UI/UX Instructor, Flatiron School, Austin, TX

Manage and develop students for 12 weeks during Flatiron's immersive UI/UX Bootcamp studio and client phase. Facilitate workshops on industry best practices and direct supporting instructors. Lead the development of strong, reflective teams through team contracts, retrospectives, and goal setting.

2019 – 2020

Sr. Designer, Vrbo, Austin, TX

Establish design systems and art direction for Vrbo's in-house creative agency. Collaborate with strategists and marketing owners to deliver on-brand content. Deliverables range from wireframes, landing pages, style guides, and campaign concepting.

2018 – 2019

Sr. Product Designer, Dimensional Fund Advisors, Austin, TX

Collaborate with strategy, data, and development team members within an agile design environment. Prototype, wireframe, animate, and iterate on design directions to solve unique challenges within investment, financial sciences. Build and scale system component libraries within a cross-functional team. Translate user research into actionable, strategic enhancements to improve the product experience for all users.

2017 – 2018

Freelance Sr. Designer and Art Director, San Francisco, CA

Aquis: mobile first ecommerce site re-design and style guides
Pinterest: animated and static targeted campaigns for major brands
Better Therapeutics: integrated-marketing campaigns, landing pages, emails, videos, animations, web and mobile assets

2016 – 2017

Sr. Designer, Pinterest, San Francisco, CA

My team worked with over 600 brands in the course of a year, and we were celebrated on Adweek. Work included designing static and animated campaigns for major brands, presenting client work and best practices to brands, partnering with account managers and creative strategists to assess brand needs and find innovative ways for brands to use the platform.

2015 – 2016

Lecturer, Northeastern University and Keene State College

Instructor for Design Process Systems and Context, Time-based Media, 2D Tools, and Type Tools courses. Prepared and implemented course curriculums including syllabi, lesson plans, guest speakers, workshops and design software demonstrations.

2013 – 2016

Lead Designer, Edenred, Newton, MA

Lead the design and implementation of various marketing and product sites, admin platforms and a mobile app. Built and scaled design systems. Designed brand consistent marketing material across channels for multiple client groups within the organization.

2010 – 2013

Art Director, BCR Advertising, Needham, MA

Lead design and execution of all web based projects. Art directed and designed a wide range of client projects including: full brand identities, product launches, websites, ad campaigns, marketing collateral.

SKILLS

Design:

Art Direction
Branding
Visual Design
UI/UX Design
Motion Design
Social Media
Print Design
Packaging

Software:

Sketch
Figma
Photoshop
InDesign
After Effects
Illustrator
Invision
HTML/CSS
Wordpress

Languages:

Fluent in Spanish, lived in Ecuador and Spain.

EDUCATION

Boston University 09

M.F.A. in Graphic Design, 4.0 GPA
Included a semester in London

Northeastern University 07

B.S. in Graphic Design and
Multimedia Studies with a minor
in Photography, 3.056 GPA

CERTIFICATIONS

2017 Registered yoga
teacher (RYT 200)

VOLUNTEER

2003 – 2015 Mentor at
The Big Sister Association