

Visual designer specialized in design systems and brand evolution

Experience

IBM | Visual Designer | 2025 - 2026

Led, documented, and implemented a brand update for HashiCorp after being acquired by IBM. Focused on system usability within IBM's pre-existing sales solutions while maintaining unique brand expression.

Lead the Web Presence team on direction for updates to mesh the changes to the brand and create a cohesive customer journey.

Worked with the HashiCorp Brand Studio and marketing teams to update and evolve our sales materials to mesh with IBM's market tactics and approach. This included decks, briefs, whitepapers, and other sales collateral.

Led the Brand Studio in developing and documenting updated standards across all continuing assets.

HashiCorp | Graphic Designer II | 2024-2025

Led visual direction of a ground breaking digital marketing campaign netting 190 verified leads.

Led the Brand Studio in the development and execution of annual campaign assets and updated its self-serve systems with marketing team feedback.

Refined, documented, and deployed self-serve systems for decks, ads, technical diagrams, and email banners that have been used for over 1000 assets.

Premier Talent | Graphic Designer | 2023 - 2024

Contracted with HashiCorp's Brand Studio and pitched, delivered, and documented an automated marketing materials setup and revised SOP to encourage centralization and standardization.

MLH | Contract Designer & Illustrator | 2023 - 2024

Pitched, developed, documented, and delivered a self serve system with an accompanying library of 27 illustrations to support events marketing.

Weedmaps | Graphic Designer | 2022 - 2023

Collaborated with and at times lead design direction for marketing campaigns and internal events. Managed production for print-based assets for sales/marketing.

Apptegy | Graphic Designer & Illustrator | 2018- 2022

Lead the visual direction and built the production pipeline for a quarterly magazine and 13,000 highly customized booklets to assist in the marketing and sales process.

Skills

Workflow / System design
Brand Identity
Social media marketing
Design systems
Print Design
Campaign design
Data Visualization
Illustration
Adobe CC
Figma
Webflow
Project management
Keynote/PPT
Presentation design

Education

Eastern Kentucky University BFA;
May 2017
Graphic Design