

Brand designer with 8+ years experience evolving brands and leading high-impact marketing campaigns helping hit \$1B revenue targets. Built design frameworks & pipelines allowing SAAS company Apptegy to scale 6.5x in 4 years.

Experience

IBM | Senior Brand Designer | 2025 - 2026

Led update to brand system and adoption across 50+ internal sales and marketing materials following HashiCorp acquisition. Defined new brand standards and built Figma Library to support \$1B revenue target.

Lead the Web Team on incorporation of the new brand standards, building landing pages and navigation updates for alignment improving brand expression and visual continuity.

HashiCorp | Senior Brand Designer | 2024-2025

Led art direction for B2B digital marketing campaign, generating 190 verified leads. Produced 60+ assets including video, motion, reports, sales decks, emails, data visualization, and organic social.

Lead art direction on new case study artwork and marketing materials, resulting in a ~10% increase in capture rate.

Designed and deployed component driven self-serve system in Figma, enabling 1000+ produced assets across paid media, technical diagrams, and marketing materials.

Premier Talent | Brand Designer | 2023 - 2024

Contracted with HashiCorp Brand Studio, pitching and delivering automated marketing materials setup with revised SOP to centralize and standardize design workflows.

Built responsive landing pages for annual campaigns and revised template standards to improve consistency.

MLH | Contract Graphic Designer | 2023 - 2024

Developed, documented, and delivered a self serve event marketing asset system, containing ads, slides, organic social, and emails, with an accompanying library of 27 character illustrations

Weedmaps | Graphic Designer | 2022 - 2023

Led design direction for D2C organic marketing campaigns and internal events, maintaining brand consistency across channels.

Lightboard | Freelance Graphic Designer | 2022 - 2023

Supported marketing creative in agency environment, maintaining production standards and stakeholder management across multiple brand accounts.

Apptegy | Graphic Designer | 2018- 2022

Built custom production pipeline enabling efficient creation of 13,000+ personalized sales booklets, reducing manual design cycles and supporting company growth, mentoring designers on usage.

Led visual direction for quarterly magazine across 12+ issues; built website and landing pages supporting marketing initiatives.

Skills

Creative

- Brand identity
- Creative direction
- Campaign design
- Social media marketing
- OOH
- Data visualization
- Illustration
- Print Design
- Presentation design
- Website / Landing page design

Technical

- Adobe Creative Suite
- Design systems
- Asana
- Figma
- Lottie / After Effects
- Webflow
- Claude code
- PPT/Keynote/Google Slides

Systems

- Scalable design frameworks
- Layout systems
- Workflow design
- Production pipelines

Education

Eastern Kentucky University BFA;
May 2017
Graphic Design