

Work Experience

Mobile reCell

Creative Manager | March 2021– Present

Mobile reCell provides the only software-driven solution for corporate-owned IT asset recovery (mobilerecell.com). As the inaugural designer at Mobile reCell, I've spearheaded and crafted the brand's identity, website, social media visuals, and overall touchpoints. Beyond hands-on design, I guide strategic decisions, ensuring a cohesive and evolving brand direction.

- Rebuilt mobilerecell.com averaging **1,468 monthly website visitors** throughout 2022–2023 and a **11% conversion rate** in 2023
- Built a social media presence from inception in 2021, achieving an **audience of 2,281 users** by October 2022.
- Optimized social media production timelines by implementing sprints, **reducing a 30-day cycle to an efficient 14-day turnaround.**
- **Worked on a successful company rebrand**, designing an impactful new logo that expanded brand identity and bolstered credibility.

Digital Designer | May 2019 – March 2021

As a Digital Designer, I designed and supported various marketing initiatives, including the mobilerecell.com relaunch, product interface for a Recovery Platform end-user tool, and creation of presentation decks and marketing materials for both digital and print formats.

Digital Corps Design Apprentice | January 2017 – May 2019

The Digital Corps is an on-campus apprenticeship offering design experience through client projects and cross-discipline collaboration. As an apprentice, I crafted interface designs, prototypes, and wireframes for mobile apps and websites, concurrently learning Front-End development to bring designs to life.

Additional Experience

Digital Corps Junior Project Manager | March 2018 – May 2019

Program teaching team leadership and effective project management, involving leading meetings, managing timelines, scopes, daily communication, and ensuring deadline adherence.

Mobile reCell Culture Team Board Member | March 2021 – Present

Chosen as a founding member of Mobile reCell's Culture Team, a cross-functional group focused on promoting and cultivating the desired organizational culture.

Studio 165+ Designer | August 2018 – December 2018

Ball State University student-led design studio, where selected students collaboratively handle branding, digital, and print projects for off-campus clients.

Education

Bachelor of Fine Arts (BFA)

Ball State University, School of Art
Concentration in Graphic Design

Skills

- Brand Design
- Brand Guidelines
- Digital Design
- Web Design
- Motion Design
- Illustration
- Design Principles & Thinking
- Project Management
- Problem-Solving
- Time Management
- Collaboration
- Communication

Software

- Adobe Illustrator
- Adobe Photoshop
- Adobe InDesign
- Adobe After Effects
- Adobe Lightroom
- Adobe Premiere Pro
- Figma
- Sketch
- FigJam
- Google Suite

Professional Development

- **School of Motion, Student:** After Effects Kickstart 2022
- **AIGA Design + Business Conference, Attendee** 2022
- **Indy Design Week Conference, Attendee** 2020, 2021
- **AIGA Indianapolis, Member** 2020 – 2022
- **Chicago Graphic Design Club, Member** 2023 – Present
- **Cubed Creatives, Mentor** 2024