

Senior Designer with 8+ years designing brand and marketing systems for SaaS and enterprise. Expert in building scalable design systems and organizing centralized asset libraries using Figma and Adobe Creative Cloud. Lead brand evolutions, integrated campaigns, website redesigns, and print production with measurable design KPIs (cycle time, CTR, lead gen). Collaborates with sales, product, and marketing teams, and is comfortable working autonomously with AI (Claude Code).

Experience

IBM Senior Brand Designer | 06/2025 - 03/2026

Updated the brand system and guidelines across 50+ sales and marketing materials following the HashiCorp acquisition, ensuring consistent brand identity and production quality across channels.

Built component-based Figma libraries and scalable layout systems (templates for decks, one-pagers, ads, emails), reducing production time and supporting a \$1B revenue goal.

Created responsive web mockups and partnered with web development and engineering to translate the updated design system into core web navigation, improving customer journey consistency.

HashiCorp Senior Brand Designer | 04/2024-06/2025

Led art direction for a B2B digital marketing campaign that generated 190 verified leads; produced 60+ assets (motion graphics, video, social, reports, decks, emails, data visualizations, infographics) and crafted visual storytelling across formats.

Revised case study templates and key art, increasing click-through rates ~15%, validated through testing.

Premier Talent Brand Designer | 04/2023 - 04/2024

Built a cross-functional automated marketing materials setup and revised SOP that reduced time spent by ~20%, standardizing templates, handoff processes, and a shared asset library to improve high-volume campaign production.

Designed responsive landing pages and developed email and deck templates to increase consistency and support conversion-focused demand generation.

MLH Contract Graphic Designer | 04/2023 - 04/2024

Developed, documented, and delivered a self-serve event marketing asset system with a library of 27 character illustrations to scale event creative and preserve visual consistency across event materials.

Weedmaps Graphic Designer | 05/2022 - 11/2022

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

Lightboard Freelance Graphic Designer | 02/2022 - 04/2023

Supported marketing creative in an agency environment, maintaining production standards and managing stakeholders across multiple brand accounts including Appen, Carnival Cruise Lines, and NeuroID.

Apptegy Graphic Designer | 01/2018 - 01/2022

Mentored designers on a custom production pipeline I designed, enabling efficient creation of 13,000+ personalized sales booklets and reducing manual design cycles to support company growth.

Led visual direction for a quarterly print magazine across 12+ issues and managed onsite press checks.

Skills

Creative

- Brand identity
- Performance marketing
- Integrated campaigns
- Social media marketing
- Presentation design
- Website / Landing page design
- Marketing materials
- Sales enablement
- Product marketing
- Art direction
- Digital ads
- Event collateral
- Typography
- Color theory
- Grids

Technical

- Adobe Creative Cloud
- Figma
- Lottie
- InDesign
- AI-assisted workflows
- Claude Code
- Photoshop
- Illustrator
- Motion graphics
- Emerging technologies

Systems

- Scalable design frameworks
- Workflow management
- Production pipelines
- Web design guidelines
- Design systems

Education

- Eastern Kentucky University
- May 2017
- Graphic Design
- Bachelor of Fine Arts