

profile

Visual Communications Strategist with extensive experience in the Higher Education sector. Proven track record of translating complex institutional goals into compelling visual narratives across print, digital, and environmental platforms. Expert at navigating multi-departmental brand requirements to deliver cohesive, high-impact marketing materials for faculty, students, and community stakeholders.

*professional
experience*

» **VISUAL COMMUNICATIONS SPECIALIST**

The Lewis Center for the Arts, Princeton University - Princeton, NJ

June 2011-Present

- Lead the design and execution of high-impact visual identities for diverse event series, ensuring all print and digital assets align with both the Lewis Center's artistic mission and Princeton University's rigorous brand standards.
- Conceptualize and produce complex, multi-page publications, including seasonal brochures and event programs, meticulously managing typography and layout from initial concept through final press-ready production.
- Develop integrated marketing collateral for social media, web, and environmental graphics, create engaging content for award-winning faculty and high-profile guest artists.
- Enhance digital engagement by incorporating motion graphics and animation into social media campaigns, directly supporting the Center's goal of reaching a broader, digitally-native audience.
- Partner with administrative directors and faculty to translate academic and artistic goals into compelling visual narratives, managing multiple projects simultaneously in a high-expectation environment.

» **GRAPHIC DESIGNER** Mercer County Community College - West Windsor, NJ

August 2003-August 2010

- Designed a wide array of recruitment and promotional materials, including brochures, direct mailers, and digital advertisements, aimed at driving student enrollment and community engagement.
- Collaborated with department heads and administrative leads to translate departmental needs into professional, student-facing communications.
- Coordinated directly with external print vendors to oversee production specifications, ensuring color accuracy, paper quality, and cost-effective delivery of high-volume print runs.
- Managed the preparation and optimization of web graphics and digital displays, ensuring a consistent and professional visual presence across the college's primary digital touchpoints.

skills

Software: Adobe Creative Suite (Expert: InDesign, Photoshop, Illustrator), After Effects, Premiere Pro, WordPress, Drupal, Figma, Canva

Institutional Design: Academic Publications, Recruitment Marketing, Campus Signage, Identity Systems

Production: Pre-press/Print Management, Vendor Relations, Digital Asset Management

Soft Skills: Collaborative Project Management, Creative Concepting, Stakeholder Relations

awards

CASE District II Accolades in Gold and Silver; National Council for Marketing & Public Relations (NCMPR) Medallions in Gold, Silver, and Bronze

education

School of Visual Arts - BFA

Graphic Design concentration

Northwestern University - MS, expected May 2027

Information Design & Strategy