



## SUMMARY

- Graphic Designer with 5+ years at Target specializing in scalable brand systems, packaging, and campaign design across owned brands and limited-time collaborations. Experienced in translating creative direction into design frameworks and visual systems that improve consistency, efficiency, and cross-team workflows. Proven contributor to brand identity development and executive-level creative initiatives.



## SKILLS

- **Design & Systems**  
Brand Systems · Packaging · Campaign Design · Design Systems · Iconography Illustration · Typography
- **Tools**  
Adobe Creative Suite — Illustrator, Photoshop, InDesign, After Effects, Premiere, Media Encoder
- **Workflow & Strategy**  
Cross-functional Collaboration · Process Development · Creative Operations Presentation Design · Automation & Scripting



## LEADERSHIP

- **U.S. Army — Officer Candidate School Candidate (In Progress)**  
Selected for a competitive leadership development program focused on decision-making, team leadership, and performance under pressure



## EDUCATION

- **The Art Institutes International Minnesota**  
Graduated with a Bachelor of Science in Graphic Design (**Honors**)
- **Yale School of Management Executive Education**  
Completed the Accelerated Management Program focused on leadership, strategy, and business fundamentals

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## EXPERIENCE

- **Production Designer | Target, Brand Design Lab**  
September, 2020 – Present
  - Lead execution and scaling of packaging and brand systems across Target owned brands, including Pillowfort, Heyday, A New Day, Kindfull, Rowing Blazers, Houston White, Colsie, and Project Sunset
  - Drive the development and expansion of illustration systems across multiple brands
  - Translate creative direction into scalable design frameworks, templates, and guidelines used across cross-functional teams
  - Build and maintain design systems, templates, and resource libraries improving consistency, speed, and team workflows
  - Design and implement a unified iconography system across 13+ brands, including full icon libraries for Heyday
  - Reinterpret and expand the A New Day illustration style, developing a cross-brand illustration library and guide
  - Partnered on identity exploration for the Rowing Blazers LTO collaboration, concepting logo systems and lockups
  - Partner with cross-functional teams on campaign assets across Owned & Operated channels and enterprise programs, including Target Togetherness Moments (Levity League) and high-visibility partnerships such as Wakanda Forever
  - Design a Target GiftCard as part of a campaign generating \$2M+ in sales
  - Led a 128-brand audit informing a centralized style guide for executive leadership (SVP/CCO)
  - Design high-visibility presentations and creative materials for Directors and SVPs supporting strategic initiatives
  - Develop scripting and automation solutions to streamline workflows and reduce manual production work
- **Graphic Designer | Five Star Professional**  
March, 2017 – September, 2020
  - Design editorial and advertorial layouts for national publications, with work featured in Forbes and The Wall Street Journal
  - Lead branding and create scalable ad and template systems for print and digital campaigns
- **Production Designer | Shutterfly, Inc. – Tiny Prints**  
October, 2016 – March, 2017
  - Produced high-volume, print-ready designs with a focus on typography, layout precision, photo manipulation, and quality control