

I'm a multidisciplinary designer striving to create work that is both beautiful and valuable. I have a passion for projects focused on advancing technology and contributing to the social good. I excel at bringing complex visions to fruition by working meticulously and collaboratively through each phase of the design process.

Experience

IBM Research

Lead Brand Designer, Yorktown, NY

Our team works across digital, print and environmental to elevate the work of IBM Research. We collaborate closely with research teams on special initiatives, showcase their work on our digital platforms and create systems that elevate and add consistency to in-person experiences. In parallel, we're expanding and championing the Research brand, built upon IBM's brand language but with a tighter focus and experimentation with tools such as AI and generative programs, moving the brand into a more avant-garde and experimental space.

Lead UX Designer, Yorktown, NY

As a UX designer I worked with the Emerging Technology Experiences team (ETX). In ETX we worked closely with research teams to showcase their work to potential clients and the community through demos and experiences. Our approach, based on IBM Design Thinking, Lean Startup and Agile Development, enabled us to unravel complex ideas and communicate them in a clear and compelling way.

Hyperakt

Art Director & Designer, Brooklyn, NY

I began working with Hyperakt soon after graduating from the School of Visual Arts. Initially hired as a junior designer, I worked my way up to an art director position. Aligning brand strategy and design, I lead design teams to help social impact clients tell their story in a compelling way across different platforms.

Smidge Co.

Founder and Creative Director, Brooklyn, NY

Smidge Co. was created while working at Hyperakt as a labs project. It is a line of quirky, three-dimensional laser cut cards inspired by the pop-up invitations I did for my wedding. During Smidge Co.'s run, I was proud to be sold in the MoMA store and be part of a partnership between Etsy and the American Museum of Natural History.

Carol Guenzi Agents

Illustrator, Denver, CO

Carol Guenzi Agents represents a diverse roster of illustrators and photographers. I worked as an illustrator for a variety of clients in the editorial and children's book markets. I began working with Carol shortly after graduating from the Rocky Mountain College of Art & Design, and she has been a great mentor to me, not only in creating artwork, but navigating the business side of illustration.

Recognition

- IBM Research Special Division Accomplishment
- IBM Research Outstanding Technical Achievement Award
- IBM Research Accomplishment
- Webby Awards
- Under Consideration Brand New
- Under Consideration FPO
- Society of Illustrators New York and Los Angeles
- Print Regional Design Annual
- HOW Self Promotion Annual
- Art Directors Club of Denver
- Colorado Independent Publishers Association

Education

School of Visual Arts

New York, NY

- Bachelor of Fine Arts in Graphic Design with honors
- Silas H. Rhodes Scholarship
- Dean's List

Rocky Mountain College of Art & Design

Denver, CO

- Bachelor of Fine Arts in Illustration with honors
- Dean's List