

## **EXECUTIVE SUMMARY**

Creative Design Professional with over 7 years of experience delivering innovative design solutions and driving strategic campaigns. Proven expertise in transforming complex ideas into clear, impactful visual presentations that align with business goals and market trends. Adept at leading cross-functional teams, managing multiple projects under tight deadlines, and fostering client relationships built on trust. Skilled in content development, problem-solving, and utilizing design tools like Adobe Creative Suite, AutoCAD, and SketchUp to deliver exceptional results. Known for balancing strategic planning with hands-on execution to inspire collaboration and deliver measurable outcomes.

## **CORE COMPETENCIES**

**Project Management & Leadership:** Cross-functional Team Collaboration | Deadline & Budget Management | Strategic Planning & Execution | Problem-Solving & Issue Resolution

**Design & Visualization:** Adobe Creative Suite (Photoshop, Illustrator, InDesign) | AutoCAD | Figma | Mood Boards & Pitch Deck Design | Technical Drawings & 3d Renderings

**Marketing & Communication:** Brand Development & Marketing Campaigns | Content Development | Visual Storytelling | Client Relationship Management | Competitor Analysis & Market Research

**Technical Skills:** Asana | MS Office Suite | Google Workspace | Bilingual- Spanish/English

## **PROFESSIONAL EXPERIENCE**

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**RGB Design Collective, Chicago • IL**

**Jan 2018 - Present**

### **Creative Designer**

Responsible for business development, brand marketing and creative design for niche markets by concentrating on specific market segments for clients to drive engagement and meaningful connections.

#### ***Key Highlights:***

- Reimagined the transformation of commercial offices, studios, and restaurants, creating functional, captivating environments that align with client business objectives and market trends.
- Conducted in-depth market research, competitor analysis, and client interviews to ensure that project goals, brand identity, and target audience preferences were effectively aligned.
- Managed multiple projects from concept to completion, ensuring all deliverables met deadlines and budget constraints, resulting in a 15% cost savings through strategic sourcing, supplier negotiations, and value engineering.
- Produced visually compelling presentations and reports for clients, utilizing creative software to generate detailed 3D models, renderings, mood boards, and pitch decks.
- Collaborated closely with cross-functional teams, ensuring seamless coordination and communication across stakeholders to keep projects on track and achieve key objectives.
- Fostered a collaborative, innovative environment by mentoring and managing a team of designers to deliver high-quality work within deadlines.
- Developed business processes for organizing, rebranding, and onboarding new clients, contributing to operational efficiency and increased client satisfaction.

**Brass Tacks Studios, Chicago • IL**

**Sep 2022 – Dec 2022**

### **Concept Designer (Contract)**

Conceptualized and executed a strategic 1,980 square foot electric bike pop-up shop in downtown Chicago, collaborating directly with company leadership.

#### ***Key Highlights:***

- Designed and executed a cohesive brand experience by integrating brand identity and logo into the pop-up's interior.
- Leveraged market research to infuse emerging design trends and interactive elements, driving enhanced customer engagement and brand interaction.
- Engineered detailed floor plans, electrical layouts, and FF&E specifications to maximize spatial functionality and brand immersion.
- Produced compelling design presentations and proposals that precisely aligned visual storytelling with project objectives and target audience expectations.

**Galería Obscura Project, St. Louis • MO****Jan 2019 – Mar 2020****Creative Scout**

Independently funded and transformed a 250 square foot storage space into an immersive community art gallery, significantly boosting local engagement.

**Key Highlights:**

- Drove attendance from 10 to 50-60 per event by securing and transforming a dormant 10,000 square foot building into a cultural hub, curating 24 diverse art exhibitions within six months.
- Successfully conducted artist onboarding and talent acquisition.
- Achieved a 40% increase in volunteer retention and a 50% rise in project productivity by mentoring and empowering a team of 10 student volunteers.
- Supported the project by developing strategic relationships with artists, community organizations, and suppliers.
- Elevated Galería Obscura Project's online presence from 10 to 900 followers on Instagram within one month of inception, fostering community engagement, and expanding outreach for the immersive art gallery.

**Selkirk Auction House, St. Louis • MO****Oct 2019 – Apr 2020****Marketing Coordinator (Contract)**

Strategically revitalized a two-century-old brand, establishing strategic alliances with national publications and executing targeted advertising campaigns that led to a 30% increase in brand visibility and a 25% growth in customer engagement.

**Key Highlights:**

- Researched auction items and cultivated relationships with collectors, museums, and galleries to facilitate private sales.
- Carried out competitive analysis and market research to identify market opportunities and inform strategic decisions, leading to enhanced event experiences and a 20% increase in auction sales.
- Achieved a 30% increase in brand visibility and a 25% growth in customer engagement for Selkirk Auction House by coordinating targeted social media campaigns using Hootsuite to analyze competitors and market trends with strategic decisions to boost event experiences to achieve a 20% increase in sales.

**EARLIER EXPERIENCE****TRC Staffing, St. Louis • MO****Oct 2015– May 2018****Recruiting Manager**

Streamlined talent acquisition processes, filling 300 positions within a 2-month timeframe and achieving a 15% increase in candidate attendance.

**Social Scene, St. Louis • MO****Nov 2012– Oct 2015****Event Manager**

Acted as a liaison between the company owner, bar owners, and vendors, facilitating seamless communication and collaboration in preparation of providing successful events. Managed logistics for large-scale events, increasing company visibility by 70% year-over-year through effective marketing strategies and smooth event execution.

**EDUCATION**

Bachelor of Business, Loyola University, Chicago IL

Social Entrepreneurship | International Business | Visual Communications | GPA 3.5

Associates of Applied Science, STLCC Meramec, St. Louis MO

Architectural Interior Design | GPA 3.5

**VOLUNTEER EXPERIENCES**

Spearheaded joint initiatives with Home Sweet Home and Restoration Hardware | Boosted 2nd Saturdays on Cherokee Street through culture-focused outreach as part of the Cherokee Street C.I.D. Marketing Committee | Downtown St. Louis Festival 2013 Events Committee member | St. Louis World's Fair Festival 2013 Host and Emcee. |

**AWARDS**

Honorable Mention Juried Art Exhibition | International Interior Design Association (IIDA) 2018 Winner-Fashion Exhibition | Dean's List: Loyola | STLCC