



## PROFILE:

With over 10 years of experience in the graphic design industry, I've developed a comprehensive skill set that spans creative ideation, detailed execution, and production-ready design. My approach is rooted in research, strategic thumbnail sketching, and the creation of complete visuals that communicate a brand's message clearly and effectively.

I excel at designing with hierarchy, grids, white space, typography, and color theory — ensuring that every design is not only visually stunning but functional and purposeful. My proficiency in Adobe Creative Suite (Illustrator, Photoshop, InDesign, Premiere) allows me to create compelling digital and print pieces, while my basic knowledge of Dreamweaver, After Effects, and Rush expands my creative flexibility.

## Key Strengths:

- Ability to bring concepts to life through sketching, refinement, and final production.
- Proficient in creating press-ready files in 1, 2, 3, and full-color processes, with a keen understanding of CMYK, RGB, and Pantone color standards.
- Highly skilled in photography and videography, ensuring visuals are cohesive across both static and moving media.
- Strong grasp of the technical side of design, from file setup and print specifications to selecting the right materials, paper weights, and textures for any project.
- Proven ability to meet deadlines and handle multiple projects simultaneously while maintaining attention to detail and quality.


Beyond design, my experience spans cross-functional collaboration, and I'm comfortable receiving and giving constructive feedback in both team and leadership roles. With expertise in both Mac and PC platforms, I'm adaptable and able to leverage the best technology for each project.

If you're looking for a designer who can seamlessly combine creativity with technical know-how, and lead or collaborate on projects from concept to final execution, I'd love to help bring your vision to life.

## EMPLOYMENT:

### **Fenner Precision Polymers** | Creative Projects Lead (January 2023 to June 2025)

- Developed, implemented and enforced brand standards across the FPP family of brands.
- Mentored a graphic designer by offering strategic input, fostering skill growth, and ensuring consistent visual communication across projects.
- Created and updated in house documents, sales materials, and presentations.
- Managed and developed social media strategies for FPP family of brands. While also leading the effort to consolidate our social presence online. (9 company pages down to 4 pages)
- Video and photo production, editing and direction.
- Worked directly with vendors.
- Managed online literature database and literature storefront.

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## EDUCATION:

The Art Institute of York - Pennsylvania  
Bachelor of Science, Graphic Design  
Graduated September 2012

## RELATED EXPERIENCE:

### **Freelance - 2010 to Ongoing**

Clients include the Girl Scouts of America, Zembo Shrine, Ephrata Soccer and on going projects with previous employers.

## AWARDS:

### **Bronze Telly Awards**

Worked on a team that created two education based videos. Both videos resulted in 4 awards.


### **W3 Award**

Worked on web graphics that helped the DAGI team to win a W3 award for our company website.

### **GDUSA Awards**

Reinos Design: Won three print design awards from GDUSA



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## EMPLOYMENT *(continued)*:

### **Fenner Drives** | Graphic Designer (March 2017 to December 2022)

- Created and updated all in house documents, sales materials, presentations, videos and social media for Fenner Drives, Fenner Precision US, Ninjatek and Fenner Precision Polymers.
- Created and implemented brand standards for all three companies.
- Worked with vendors
- Regularly made updates to the former fenner drives website.
- Sent out email blasts.

### **BridgeTower Media** | Marketing Graphic Designer (October 2016 to March 2017)

- Created and updated all in house documents and ads for Central Penn Business Journal and Central Penn Parent.
- Responsible for creating and editing designs for both print and web.

### **Reino's Design Print Mail** | Graphic/Web Designer (December 2014 to October 2016)

- Worked primarily as a graphic designer.
- Responsible for creating and editing designs for both print and web.

### **Dynamic Artisans Group, Inc.** | Graphic Designer (February 2013 to October 2014)

- Worked on all design needs for print, web and video.
- Worked with marketing to create social media posts and graphics.