



December 2020  
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Present

## Red Tetterer O'Connell + Partners

Freelance Designer | Philadelphia, PA

- Conceptualized and developed creative materials for a Fortune 500 company's digital campaign
- Worked with creative team to create branded social media experience through Instagram, specifically through Photoshop compositions
- Designed layout for digital banners for the SMB market, both for mobile and desktop websites
- Created product designs for new product launch for a startup retail company

## Evoke Health

Freelance Designer | Philadelphia, PA

- Completed data visualizations to inform design and layout of branded materials
- Established consistent look and feel (color palette, icon styles) across audiences and channels
- Simplified complex concepts through design for patients and health care providers

## Universal McCann

Design Intern | New York, NY

- Worked with New Business team to recommend and execute design solutions for the overall look and feel of new business proposals for CVS Health and Levi Strauss
- Led creative execution and implementation during the integrated media plan competition for Spotify Student Premium
- Used Photoshop and Adobe XD to create working prototype to demonstrate proposed music sharing features for Spotify
- Translated abstract ideas and data insights into simple visual formats such as mockups, charts and other visual aids for client presentations

June 2019  
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August 2019

## Contact

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## Skills

### Proficient

Adobe Creative Suite

Web Design

Photography

Graphic Design

Studio Lighting

Microsoft Office

UI Design (Adobe XD)

Wireframing

### Working Knowledge

HTML/CSS

Google Analytics

Typography

3D Modeling

SEO

## Awards

AIGA Flux Competition 2019

Silver Graphis New Talent 2020

## Education

Temple University

Klein College of Communications

BA, Advertising, Art Direction

Graduated May 2020, GPA 3.67