



107 Burnham Road, Morris Plains, NJ 07950
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Profile

An experienced designer who is dedicated to servicing companies from startups to major corporations in their endeavors and impacting their brand awareness on both the physical and digital fronts via media content and printed materials. Beyond the screen and design, I am an energetic and dynamic team player who loves to collaborate and build connections.

Experience

Concept Create, Totowa, NJ / Creative Lead

OCTOBER 2020 - PRESENT

- Directed videographers in various professional settings to help set up mobile studios, capture multiple camera angles, drone footage, and B-roll shots, and create a cohesive final product
- Produced almost 50 separate internal and external projects for the Fortune 500 company Collabera in a two-year time frame, including a variety of fast-paced “hype” videos to promote company events, trips, and promotional materials
- Established assets for major corporate streaming events
- Designed and printed menus, business cards, flyers, Every Door Direct Mail (EDDM), and custom giveaway packages for various clients
- Created social assets shown on websites, Instagram, Vimeo, and TikTok
- Edited video content with touch-ups, color corrections, and audio modifications
- Adapted to fast pace and changing needs of clients to suit last-minute updates
- Established tone, effects, and procedures for future projects

Naava Inc., Homdel, NJ / Manager

MAY 2020 - PRESENT

- Designed packaging for various Naava products
- Constructed a mock-up website to help detail a new business plan
- Remodeled an e-commerce website to ease the process of selling products
- Designed pricing guide sheets to help improve sales

County College of Morris, Randolph, NJ / External Board Member of the Motion Graphic Design Advisory Board

MAY 2016 - PRESENT

Eric Vita LLC, Morris Plains, NJ / Creative Lead

OCTOBER 2012 - OCTOBER 2020

- Composed frontend of websites and social media motion graphics for national beauty chains, local restaurants, and tech startups
- Shot high-quality product and food photography to enrich various restaurants' advertisements and social media presence
- Redesigned and produced 170+ iconic flyers that are renowned in both the East Coast and West Coast comedian communities
- Utilized a 360-degree video capturing camera to assist realtors selling luxury properties and create an interactive guided tour compatible with Youtube
- Designed and animated augmented reality posters and promotional materials for the “Toys Through Time” exhibition hosted by the Liberty Hall Museum

Education

Kean University, Union, NJ / Bachelor's in Fine Arts

- Specialization in Graphic Design, Interactive Print & Screen

County College of Morris, Randolph, NJ