

Technical Skills

- Adobe InDesign, Illustrator, Photoshop, Dreamweaver, Premiere, DPS, AEM
- Sketch
- Art direction
- Typography
- Branding
- Iconography
- Print design
- Packaging design
- Photography production
- Food styling
- Global communication
- HTML/CSS
- Google Apps
- Oracle Eloqua
- MailChimp

Volunteer Work

Creative Director
WOMEN'S MARCH SF
2017 to present

Languages

- Bilingual in French
- Common Spanish

Honors & Awards

- Semifinalist at the Adobe Design Achievement Awards
2012 + 2013

Interests

- World traveling
- Baking + cooking
- Skiing
- Vinyl music
- Drawing people
- Biking
- Hiking
- Off-roading
- Camping + backpacking
#WoodsForeverPlease

Education

Bachelor of Fine Arts
CALIFORNIA COLLEGE OF THE ARTS (SAN FRANCISCO)
Majored in Graphic Design, graduated with honors

French Baccalauréat
SAINT THOMAS D'AQUIN (FRANCE)
Majored in Literature, graduated with honors

Relevant Experience

Creative Director
GRETCHEN RUBIN MEDIA (REMOTE)
April 2021 to present

Art + Photo Director
GOOD EGGS (SAN FRANCISCO)
March 2018 to April 2021

- Partner closely with the Head of Marketing to bring the Good Eggs story to life across all communications and product channels.
- Implement Good Eggs brand strategy (brand guidelines, look-and-feel, styling, art direction, tone) and identity work (logo design, typeface design, advertising layouts, presentation guidelines, packaging design).
- Provide creative conceiving and design support to the rest of the growth team to create branded assets for marketing launches, new products, packaging, and campaigns.
- Develop and manage creative team processes, from ideation to implementation, collaborating closely with cross-functional stakeholders throughout the process.
- Art direct and/or produce content across a mix of digital and print (ads, social, blog, catalog), still and motion channels (photography, GIFs, video).
- Design effective emails, packaging, collateral, decks, as well as craft stirring content across media, from print to video.
- Lead and manage a small team of direct reports, and source and manage a bench of outstanding creative freelancers to augment the team, as needed.
- Manage and prioritize the list of creative requests based on business objectives and project goals.

Visual Designer for Twitter for Business
TWITTER (SAN FRANCISCO)
September 2014 to February 2018

- Work across the global Twitter for Business marketing team to lead, create, maintain, and optimize the design aspect of all campaigns.
- Ensure quality and consistency of Twitter's visual brand language across all markets.
- Augment and maintain brand guidelines for internal and external use.
- Manage and provide creative direction to external vendors and freelancers.
- Design cohesive sets of templates and visuals for emails, presentation decks, and web graphics that can work in all markets.
- Film and edit short videos for social use, the YouTube channel, and global campaigns.
- Manage, organize, and direct video productions and photo shoots.
- Leverage AEM to design and manage web templates.
- Design digital assets for social, search, and email.

Relevant Experience Continued

Visual & Packaging Designer

TCHO CHOCOLATES (BERKELEY, CA)

June 2013 to September 2014

- Design packaging, seasonal packaging, store signage, event materials for trade shows, and web graphics, while adhering to the brand's guidelines.
- Proof and approve press checks for new and reprint packaging and signage.
- Augment and maintain brand guidelines for internal and external use.
- Partner with the Marketing and Sales team to update sell sheets, create/manage custom orders, and design advertisements.
- Organize in-house photo shoots for new and exciting products, then retouch and resize for web use.
- Redesign of the company's newsletter, website navigation, and overall web look.
- Create mock ups of new products.
- Work with partners on collaborative marketing materials

Internships

MELANIE DOHERTY DESIGN — *March 2013 to June 2013*

826 VALENCIA — *February 2013 to May 2013*

SAN FRANCISCO BICYCLE COALITION — *June 2012 to November 2012*