

Graphic Designer

Education

University of Minnesota Duluth

Duluth, Minnesota

BFA in Graphic Design

Awards

Annual Student Exhibition, 2025

CAHSS Merit Award, University of Minnesota Duluth

Minnesota Duluth

Annual Student Exhibition

Scholarship, 2025

UMD Art Mitchell & Schissel

Scholarship, University of

Minnesota Duluth

Software

Adobe Illustrator

Adobe InDesign

Adobe Photoshop

Adobe After Effects

Figma

Skills

Branding & Logo Design

Packaging Design

Layout Design

Social Media Design

Typography

Projects

“Stack Your Wins” Mural—University of Minnesota Duluth

- Collaborated on the concept, design, and execution of a mural for the University of Minnesota Duluth Housing Department
- Developed and pitched design concepts, which included typography, color palettes, and illustrations
- Selected for the final design, among three proposals
- Applied typographic hierarchy and visual storytelling to create an engaging environment for students

United Scoops—Brand Identity & Packaging Design

- Designed a nationwide ice cream brand concept featuring state inspired flavors and storytelling
- Developed a cohesive packaging system using color, typography and illustration to differentiate products
- Created a unified visual language balancing playful aesthetics with a consistent brand structure

Nordhaven Collective—Brand Identity Design

- Developed a cohesive brand identity for a Scandinavian-inspired collective focused on cycling, travel, and community
- Incorporated Scandinavian folk art influences into typography, color, and graphic elements
- Built a flexible identity system ensuring consistency while allowing each brand to maintain a distinct voice

Additional Experience

Guest Advocate—Target

- Delivered high-quality customer service, while managing multiple tasks in a high-traffic environment
- Resolved customer concerns with professionalism, improving the guest experience
- Demonstrated communication and problem-solving skills in daily interactions with guests