



EXPERIENCE

EDITION HOTELS

5/2016 - present

- *Design Manager, Creative Services*
 - Visual curator for leading global luxury and lifestyle hotel brand
 - Contributed to expansion from 4 hotels to 20 hotels
 - Lead design and creation of marketing materials for more than 20 hotels
 - Ensure strict adherence to brand aesthetic across all materials and collateral
 - Collaborate with dedicated team to maintain consistency and elevate brand presence
 - Craft unique brand identities for each hotel's restaurants, nightclubs, and bars
 - Design menus for esteemed dining establishments, including Michelin-starred ones
 - Onboard and mentor new members to the team utilizing training material and standard operating procedures to increase productivity
 - During hotel countdowns, work closely with the guidance team to design training materials for onboarding employees worldwide.

APPLE

3/2008 - present

- *Specialist*
 - 16-year tenure at Apple, dedicated to delivering exceptional customer service
 - Success in both sales and technical support roles
 - Consistently provide the highest level of support and expertise
 - Expertise in fostering genuine connections with customers
 - Guide customers towards personalized solutions based on their needs
 - Extensive product knowledge and technical skills
 - Confident in ability to exceed expectations and drive business results

TOMMY HILFIGER

4/2014 - 5/2016

- *Graphic Designer*
 - Key member of the Research and Development team
 - Produced comprehensive seasonal trend forecasts in print, video, and digital mediums
 - Oversaw design process including layout, typography, and content management
 - Conducted thorough research on color, fashion, and technology trends
 - Ensured materials remained on-trend
 - Played a pivotal role in crafting visual merchandising strategies
 - Designed graphics for in-store displays across designer and outlet store formats

SKILLS

- **CREATIVE AND CONFIDENT** knowledge of art direction, graphic design, branding, technology, typography, and trends.
- **EXCEPTIONALLY PROFICIENT** in Adobe InDesign, Illustrator, Photoshop, Premiere, Microsoft Office, Apple iWork.
- **FIERCELY PASSIONATE** about brand experience, hospitality, current trends, retail design and attention to detail.
- **12+ YEARS** of customer focused design and experience and 16+ years of customer service in retail.

KEY QUALIFICATIONS

- Strong ability to lead and direct other team members
- Strong attention to detail and ability to meet deadlines
- Excellent written and verbal communication skills
- Experience in brand graphic design and art direction
- Ability to create content for a global audience
- Knowledge of current design trends and technologies

EDUCATION

MONTCLAIR STATE UNIVERSITY

2007 - 2011

- *Bachelor of Fine Arts*
Graphic Design