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WORK | EXPERIENCE

Kynda

2022 - Present | Part-Time Designer

Created logos, branding identity, web design, apparel and illustrations for local clients across Grand Rapids.

Baas Creative

2022 - Present | Part-Time Designer

Developed concept direction, layout design, illustration, storyboarding, animation, copywriting and photo retouching for multiple high-profile ad campaigns involving print, billboard, and TV spots in Grand Rapids.

Fairbanks Brand Studio

2018 - Present | Art Director, Principal Designer

Developed a multidisciplinary agency in Fairbanks, Alaska servicing local and state-wide businesses. Head designer and problem solver for large-scale brand identities, activations, ad campaigns, book designs, illustrations, storyboarding, animations, and social content. Primary screen printer and designer for successful in-house lifestyle brand, FBX MADE.

Kendall College of Art and Design

2016 - 2017 | Graphic Design Intern

Created in-house promotional designs and illustrations for KCAD and its sister brands, the Grand Rapids Art Museum (GRAM), the Urban Institute of Contemporary Arts (UICA), and the Wege Prize Foundation.

Well Design Studio

2016 | Part-Time Designer

Designed collaboratively with creative team and clients developing logos, brand identity, and ad campaigns for GR Public Schools, Parks Alive and Public Thread.

EDUCATION

Kendall College of Art and Design

2017 | Grand Rapids, Michigan

BFA | Graphic Design

Minor | Illustration

AWARDS

KCAD Award of Excellence

2017 | Graphic Design

National ADDY Awards

2017 | ABC's for Designer's, Gold

District ADDY Awards

2017 | ABC's for Designer's, Gold

Regional ADDY Awards

2018 | GR Comic-Con, Gold

2018 | From Tradition to Innovation: A Hand Study, Bronze

2018 | Lamb Bride Publication, Juror's Award, Gold

2017 | ABC's for Designer's, Juror's Award, Gold

2017 | BaxterBoo Integrated Campaign, Bronze

FSU Business Symposium

2015 | Grand Prize Winner of Emerging Artist

VOLUNTEER WORK

AIGA West Michigan

2022 | Mentor, AIGA Mentorship Program 2022

FWYS Alaska

2018-2019 | Assistant Ski Coach, K-5th Grade

ArtPrize

2014 | City of Grand Rapids Guide

SOFTWARE | SKILLS

Software: Illustrator, InDesign, Photoshop, After Effects, Procreate

Skills: Illustration, Logo Development, Brand Identity, Layout Design, Copywriting, Storyboarding, Motion Graphics, Web Design, Web Development, Photography, Social Media Management, Presentation