



## education

**Kutztown University of Pennsylvania** | Kutztown PA  
BFA, Communication Design  
Expected Graduation: May 2026  
GPA: 3.99  
Deans List: Fall 2022 – Fall 2025

## design experience

**Kutztown University Small Business Development Center (KUSBDC)** | Kutztown, PA  
Branding Specialist / Student Intern  
March 2025 – Current

- Design branding for start-up small businesses in Lancaster, Lebanon, Berks, and Chester Counties.
- Directly consult/present to clients about design decisions for primary logos, secondary logos, color palettes, and additional assets for branding kits including (but not limited to): social media assets, corporate stationery, and presentations.
- Collaborate with other student interns on project organization and client work.
- Facilitated "Typography Crash Course" presentation to student interns and graduate assistants to teach general typographic skills with the goal of keeping content consistent and in compliance with brand guidelines and accessibility.
- Facilitated "Beyond Aesthetics: How Visual Branding Impacts SEO & Social Media Reach" Webinar with SEO student intern to teach attendees about the weight of design in online presence.

**Kutztown University Department of Social Work** | Kutztown, PA

Data Visualization Intern

May 2025 – August 2025, October 2025 – December 2025

- Collaborated with researchers to translate complex data on mental health assistance across all 67 Pennsylvania counties into clear, accessible visuals supporting grant reporting and community outreach for simpler comprehension and understanding
- Consulted with project leaders, narrative interns, design professors, and other team members on design decisions for infographics, graphs, charts, tables, icons, timelines, layouts, and any other necessary visuals
- Independently managed time to complete work with self-initiated deadlines and scheduled meetings to discuss progress

**Kutztown Career Development Center** | Kutztown, PA  
Student Designer

August 2023 – February 2024

- Designed posters, flyers, and social posts for events and information related to the Career Development

Center, such as "Career Closet," "Student Spotlight," and "Resume Consultation," as well as local job listings available for student application

- Attended bi-weekly one on one meetings with social manager to discuss projects, scheduling, and deadlines
- Pitched additional ideas for projects, such as JCPenney Suit-Up event gif for socials

**Freelance Projects** | Kutztown, PA

Graphic Designer

- Designed a gig poster for Phoenixville-based band "Tucked In" to promote September Colonial Theatre show both online and at local venues, as well as to be sold as merchandise at the show – August 2025
- Created exhibition poster for independent student show – January 2026

## volunteer experience

**Designathon** | Kutztown, PA

Student Design Volunteer

February 2025 / 2026

- 12 hour design based event where students work in teams to meet, create for, and present work to local non-profits
- 2025 - logo, poster, flyer, social content, and merchandise ideas created for Pine Grove Historical Society Stanhope Schoolhouse 150th anniversary celebration
- Communicated clearly with student team, professors, and alumni throughout the day to execute all deliverables efficiently and successfully
- 2026 - supported various teams throughout the day, assisting with deliverables that were falling short or that needed guidance with execution

## awards/honors/scholarships

- **Kutztown University Presidential Merit Scholarship**  
Highest-awarded merit-based scholarship offered by Kutztown University to First Year In-State students
- **Craig S Hunter Memorial Scholarship**  
Kutztown University Scholarship awarded to a full-time student majoring in Communication Design
- **Shoofly Literary Magazine Cover Contest Winner 2023**  
Kutztown University "Shoofly Literary Magazine 2023" Cover Design
- **Best in 2-D Freshman Foundation Show**  
Multiple works featured in juried Freshman Foundation Show (color wheel, still life, triptych), expressive self-portrait painting awarded "Best in 2-D"
- **AIGA Philadelphia Locally Sourced Issue 03 & Issue 04 Honorable Mentions**  
Glick's Greenhouse website redesign & Beyond Repair Project featured as Honorable Mentions
- **AIGA 2024, 2025 Coloring Book Features**  
Black and White illustrations featured in Kutztown University AIGA Coloring Book
- **2026 Student Gold Addy Award | Cross-Platform Consumer Campaign**  
Alec's Pollinator Takeover Campaign