

Connecticut based Graphic Designer specializing in Brand Identity Design, Motion Design, and Strategic Positioning. I craft visual identities that transform strategic insight into symbol rich narratives.

WORK EXPERIENCE

<b>Gravelle.Design</b> Jul 2024 - Present	<b>Independent Brand Designer, Full-time</b> Personal design practice specializing in brand identity design, web design, and print design for scaling businesses. <ul style="list-style-type: none"><li>Developed comprehensive brand identity including brand guidelines, website, and ongoing design services for Cape Cod based real estate brokerage Classic Cape Real Estate.</li><li>Collaborated with Passhel Design to draft the 2024 annual report for the YMCA of Greater Hartford.</li><li>Invited to conduct and present Brand Audit to support an RFP in the jewelry space for New York based Creative Agency BALD.</li></ul>
<b>Colangelo Synergy Marketing</b> Jan 2022 - Nov 2023	<b>Art Director, Full-time</b> (Now known as "The Brand Behaviorists") Norwalk based marketing agency with a focus in shopper behavior and brand attachment. <ul style="list-style-type: none"><li>Developed client-winning visuals for three RFPs while managing creative needs across three active accounts.</li><li>Conducted extensive anthropologic research into shopper behavior and category trends to inform strategic positioning.</li><li>Directed a robust CPG rebrand, including redesigned logomark and design system, implemented across digital platforms, campaigns and 13 SKUs.</li></ul>
<b>Haddad &amp; Partners</b> Jan 2022 - Nov 2023	<b>Junior Graphic Designer, Full-time</b> Global creative agency headquartered in Fairfield, Connecticut. <ul style="list-style-type: none"><li>Built and applied brand identity systems across digital and print for clients ranging from startups to Fortune 500s.</li><li>Consistently recognized by studio leadership for reliability, collaboration, and maintaining high design standards.</li><li>Developed creative execution for national OOH liquor campaign spanning 120+ locations across 26 states.</li></ul>
<b>Black Pearl Custom Artwork</b> Feb 2019 - Present	<b>Partner</b> Independent Connecticut based design studio specializing in custom mural painting and branding services. <ul style="list-style-type: none"><li>Brought on as a partner to expand BP's capabilities and provide agency-level branding services to an established client base.</li><li>Developed presentations and key visuals that were leveraged to win two new clients.</li><li>Led strategy, creative direction, and web design for Black Pearl in 2021, resulting in four new clients year-over-year.</li></ul>

EDUCATION

<b>2023-2024</b> New York, NY	<b>School of Visual Arts</b> MPS Branding Thesis Topic: Engendering
<b>2019-2021</b> Hartford, CT	<b>University of Hartford</b> BFA Visual Communication Design + Marketing Minor Dean's List + Merit Scholarship majority semesters
<b>2015-2017</b> Bridgeport, CT	<b>Housatonic CC</b> AFA Graphic Design

INDUSTRY ENGAGEMENT

<b>AIGA CT</b> 2024 - Present	<b>Community Director,</b> Organized / coordinated seven community events including a branding workshop.
<b>PRINT</b> 2024	<b>SVA Branding: 100 Days Project</b> Organized / coordinated seven community events including a branding workshop.
<b>GD US</b> 2021	<b>2021 Students to Watch</b> Organized / coordinated seven community events including a branding workshop

SKILLSETS

Core Capabilities	Art Direction • Visual Identity • Logo Design • Typography & Lettering • Motion Design
Strategic Capabilities	Brand Positioning • Market Research • Trend & Semiotic Analysis • Stakeholder Facilitation
Tools	Adobe Creative Suite • Figma • Glyphs • Google Suite • Keynote