



RB

## Senior Designer – Special Projects ReserveBar Holdings Corp.

Remote – Ridgefield, Connecticut  
2021 – Present

Oversees creative excellence for three growing e-commerce brands: [reservebar.com](https://reservebar.com), [minibardelivery.com](https://minibardelivery.com), and [getstocked.com](https://getstocked.com).

Leads in-house designers and collaborates with external creatives to drive impactful product design, UI/UX enhancements, and strategic planning.

Streamlined creative systems, optimized project management, and provided pivotal cross-functional support for diverse channels including social media, email campaigns, visuals, trade-shows, and investment pitches.



## Creative Director Lovo Media Labs

Remote  
2013 – 2021

Accomplished Creative Director of Lovo Media Labs, adept at orchestrating impactful brand identity and web experiences for e-commerce brands.

Led major projects for prominent clients including [Cross Culture Kombucha](#), the [Racial Profiling Prohibition Project](#), and [Pinch](#), showcasing expertise in managing diverse creative initiatives.

Successfully oversaw contracted freelancers and agency partnerships, ensuring top-tier product designs, ui/ux web-based projects, campaign art direction, and corporate rebranding.



## Art Director/ Designer Bingley Digital

Hybrid  
2018 – 2020

Strategically directed product, UI/UX design, and art direction at Bingley Digital, enhancing digital experiences for leading brands. Crafted impactful brand strategies, driving successful launches and earning industry acclaim.

Renowned for meticulous attention to detail and user-centric approach, resulting in reduced support inquiries and heightened customer satisfaction.

Notable projects include: Tech Up for Women, Llanllyr Source Water, Barrel Crafted Cocktails, Block Clinical, Yorio Law Group, and InvestorCom.



## Brand Strategist/ Designer Techstars

Onsite – Hartford, Connecticut  
2019 – 2020



## Designer CCSU

Onsite – New Britain, Connecticut  
2018 – 2019



## Marketing Director/ Designer Savannah Pride

Hybrid  
2013 – 2015.

### EDUCATION

Central Connecticut  
State University

- BA, Graphic/ Info Design

Gordon State College

- AA, Theatre

### CERTIFICATIONS

- Webflow
- Clickup

### SOFTWARE

#### Adobe CC

- Illustrator
- InDesign
- XD
- Dimension + Stager
- Photoshop
- AfterEffect

#### Working Knowledge

- Figma
- Blender 3D
- Webflow
- HTML/ CSS

### SKILLS

- Design Thinking
- Brainstorming
- Concepting
- Creative/ Art Direction
- Client Consultation
- Pitch Development
- Project Management
- Design Systems
- Wireframing
- UI/ UX
- Prototyping
- Typography
- Branding/ Logo Design

### GOALS

#### Skill-Based

- Emerging Technologies
- Data-Driven Design
- Accessibility Expertise
- Design Systems
- Innovative Prototyping

#### Career-Based

- Leadership
- Design Innovation
- Mentorship
- Thought Leadership

### INTERESTS

- Orange Theory Fitness
- Travel
- Podcasts
- Reading
- Live Theatre
- Gaming