

## SKILLS/EXPERTISE

- Adobe Creative Cloud (Illustrator, InDesign, Photoshop, AfterEffects)
- Figma
- Microsoft 365 (Excel, PowerPoint, Word)
- Project Management Tools (HIVE, Microsoft Teams, Figma, Adobe Creative Cloud Libraries)
- Production Design
- RFP Documentation
- Social Media Management
- Web Design
- Digital and Print Design
- Identity and Brand Development
- Marketing and Advertising
- Photography and Editing
- UX/UI Design
- Visual Communication

## SOFTWARES



## COURSES

- **Motion Graphics Certification, Academy X (2022)**  
Specialized in animation, visual effects, and motion design software (Adobe After Effects, Cinema 4D).
- **Figma UI/UX Design Advanced**  
An in-depth course focusing on mastering Figma for complex UX/UI design projects, provided by UX Design Institute.

## EDUCATION

**Bachelor of Arts**  
University of California, Davis

**Academic Excellence in Graphic Design | 2018**

## Background

Passionate and results-driven Senior Creative Specialist with 6+ years of experience bringing creative concepts to life across digital and print platforms. Expert in taking projects from ideation to execution while delivering innovative design solutions that boost brand visibility and engagement. Highly proficient in Adobe Creative Suite (Photoshop, Illustrator, InDesign), with a meticulous eye for detail and a passion for creating clean, compelling visuals. Skilled in branding, visual story telling, and user-centric design, with a strong focus on maintaining consistency and exceeding client expectations.

## Job and Experience

### Senior Creative Specialist, 2022 - Present

#### Randle Communications

- Crafted 15+ visually impactful branded RFP's that contributed to winning key contract and securing long-term client partnerships for Randle Communications with the following major companies: Covered California, The City of West Sacramento, Golden 1, and Blue Shield of California.
- Conceptualized and executed innovative designs for an assortment of print and digital materials (brochures, presentations, one pagers, social media graphics etc.) for Covered California's 2024 Open Enrollment theme of "Let's Talk Health" for educational workshops across California libraries. Focused on simplifying health insurance information to enhance health literacy, with designs tailored for diverse communities and multi-language accessibility aimed at increasing community engagement and supporting the Open Enrollment process, which resulted in a record-setting 800,000 enrollments and a historic low uninsured rate of 6.4%.
- Designed logo and social media content for CMTA's "Safely Making California" Initiative which amplified brand recognition, drove engagement, and supported the production and delivery of over 90 million PPE items, connecting over 400 million manufacturers with buyers during the COVID-19 pandemic.
- Spearheaded a redesign and marketing materials for C.A.R.'s Legislative Day 2024, following the theme of 'Building Bridges, Connecting Communities,' leading to a record-breaking attendance of over 2,700 REALTORS®—the largest in the event's 51-year history.
- Designed a digital invitation for VISA's 2023 Commercial Payments International Global Summit (CPI) event in New York city, which successfully attracted over 300 industry experts, a new record compared to previous years.
- Collaborated with the creative director and videographer team to brainstorm the creative vision, set up lighting and props, and animated, cut, and edited the final videos for Dignity Health's "Heart Healthy Tips" campaign. This resulted in a series of engaging videos that successfully boosted awareness and engagement across platforms.
- Developed NAMI's (National Alliance on Mental Illness) "Where the Change Happens" bilingual logos and cohesive brand identity across all social media channels which elevated engagement with a 25% attendance increase (nearly 3,000 attendees).
- Enhanced on-brand design capabilities for Blue Shield of California to simplify complex health insurance information, resulting in 15% increase in member enrollment.
- Developed the 2023-24 State of the District Report for Twin Rivers Unified, earning a PRSA award for creativity and marketing excellence.
- Designed Golden State Water Company General Rate Case (GRC) factsheets for 2020-25 to provide customers transparent information on their planned water rate adjustments and infrastructure investments which streamlined approval process by the California Public Utilities Commission (CPUC).
- Created all visual assets for Common Spirit Health Vision Awards for 2023-2025 including flyers, social media graphics, and animated videos to honor and recognize the work and clinical excellence of Common Spirit Health colleagues and teams across the Physician Enterprise.

### Creative Service Specialist, 2019 - 2022

#### Randle Communications

- Onboarded and managed new creatives, ensuring seamless integration into teams and aligning skills with project goals to drive efficiency and collaboration.
- Pitched fresh ideas that elevated client campaigns across multiple channels.
- Developed and maintained distinctive branding that authentically reflected clients' missions, voices, and target audiences.
- Ensured design quality and met industry standards by staying updated on the latest design and marketing trends.