



I LEARN

University of Oregon
B.A. Advertising
2017-2021

I AM

First-generation creative with a vision centering intent, eccentricity and reclaimed narratives. Pixel-pusher with a heart for just solutions.

I GROW

FRED & FARID NY — AD/Design
October '22 - February '24

Conceptualized and executed national campaigns and/or activations for brands such as Rémy Martin and Delsey Paris, aided in pitches for brands including Louis Vuitton and Stellantis, and developed visual platforms for clients such as Glenfiddich and La Compagnie.

Freelance Creative — AD/Design
September '21 - '22

Consulted and brought to life briefs ranging from an A-list celebrity brand launch to a Y-combinator backed oral wellness startup.

Cactus — Art Direction Intern
June '21 - August '21

Ideated, iterated and presented ideas for clients and new biz such as The 50 award show, Colorado Crisis Services and North Carolina Lottery.

I BRING

Adobe Creative Suite
Figma
Procreate
Design (Logo, Brand, Web)
Photography
Intersectionality

I BELIEVE

Taking Up Space — Exec. Director
October '19 - June '21

Led the mission for visibility with a student group promoting BIPOC achievement through education and community.

UO Multicultural Center —
Visual Comms Director
September '19 - June '21

Led and collaborated within a team to succinctly communicate visual purpose to a growing, diverse student body.

I ACCOMPLISH

'20/'21 Multicultural Advertising
Internship Program alumnus

'21 Most Promising Multicultural
Students national honoree

UO '21 Willis Winter Award
Winner, Outstanding Scholastic
Professional Service in Advertising

Agency Elephant Experience
Design Bootcamp certified

GRIT. GUTS. GANAS.