

SUMMARY

Creative professional with 8+ years of experience leading design projects across multiple industries. Skilled in translating complex ideas into impactful visuals while streamlining creative workflows to deliver strategic, high-quality results through clear communication and collaboration.

EXPERIENCE

**Sr. Associate,  
Creative Services Designer**  
Eli Lilly and Company  
January 2024 - Present  
(Remote)

- Served as acting Creative Lead, effectively managing workflows in Wrike, collaborating across teams to ensure timely, compliant, and brand-consistent deliverables.
- Partnered with designers to create generative AI-based patient imagery for a global campaign, streamlining approval through medical, legal, and regulatory teams, enhancing creative efficiency, reducing external licensing reliance, and establishing reusable visual standards for future campaigns.
- Drove innovation by designing Lilly's first in-house StorySoft interactive experience, an animated seven-page digital journey for healthcare professionals, reducing vendor reliance and establishing a scalable digital design framework.
- Supported the Kisunla Launch Execution Plan by delivering assets under accelerated timelines while maintaining regulatory compliance and visual consistency, contributing to Lilly's mission of delivering innovative treatments to patients faster.
- Designed internal newsletters for the Creative Capabilities and International Business Unit teams, strengthening communication, engagement, and visual cohesion across departments.

**Creative Project Manager  
& Designer**  
Freelance Design Services  
March 2017 – January 2024  
(Remote)

- Led projects across multiple industries, guiding clients through discovery sessions to define strategy, scope, and deliverables from concept to completion.
- Developed strategic proposals that streamlined creative execution and strengthened collaboration, improving client satisfaction and driving repeat business.
- Implemented and maintained a Dubsado-based project management system to streamline intake, resource planning, billing, and delivery, enhancing visibility and efficiency across multiple projects.
- Executed designs of editorial layouts, presentations, infographics, and digital assets that transformed complex information into engaging brand storytelling.

**Senior Graphic Designer**  
**Molekule Consulting**  
January 2018 – May 2023  
(Remote)

- Directed creative projects from concept to delivery for biopharma, medtech, and vaccine clients, partnering with teams to define creative needs and deliver brand-aligned solutions on time and within scope.
- Mentored and managed a team of 5 designers by delegating tasks, overseeing day-to-day activities, and providing guidance on priorities and execution, while fostering open communication and troubleshooting obstacles to maintain consistent output quality.
- Assisted in developing a new onboarding process for incoming designers, creating resources and support systems that accelerated and improved integration into the team.
- Implemented monday.com as a centralized project tracking system to enhance visibility into team capacity, improve cross-functional coordination, and strengthen quality control across creative deliverables.

SKILLS

Project Management • Cross-Functional Collaboration • Resource Planning • Stakeholder Communication • Process Improvement • Creative Strategy • Art Direction • Branding & Visual Identity • Presentation & Infographics • Editorial Design • Figma • Notion/Wrike/monday.com • Adobe Creative Suite

CERTIFICATIONS

**Essential Skills in Adobe Photoshop, Illustrator, InDesign, Firefly & Generative AI**  
Adobe Professional Certificates (2025)

**Google Project Management Professional Certificate**  
Coursera (2025)

**Project Management for Creative Projects**  
LinkedIn Learning (2022)

EDUCATION

**Bachelors of Fine Arts in Graphic Design**  
Miami International University of Art & Design