



## EDUCATION

Kutztown University of Pennsylvania  
BFA in Communication Design  
Concentrations in Advertising & Web Design  
Kutztown, PA | May 2021 GPA: 3.99

## SKILLS

*Versatile, self-motivated  
works well collaboratively*

*Proficient in Illustrator, Photoshop  
InDesign, After Effects, Lightroom  
Figma, HTML, CSS, SASS*

*Knowledgeable in Pantone  
matching, INX Color conversion*

*Traditional mediums: acrylic,  
watercolor, and ceramics*

## INTERESTS

Conville Design LLC  
Co-operate an online art shop  
and attend local art markets  
featuring paintings, digital art,  
ceramics and stationery.  
2023 – Present

Freelance Designer/Painter  
Create logos, lettering, illustrations,  
murals, t-shirts, and website designs for  
local businesses and non-profits.  
2018 – Present

## VOLUNTEER

Women of Tröegs  
Community Involvement within the Brewery  
2022 – Present

Community Engagement  
Planting trees with Manada Conservancy  
across Dauphin County  
2022 – 2024

## DESIGN EXPERIENCE

### Lead Designer | Tröegs Independent Brewing

Hershey, PA | February 2022 – Present

Tröegs is the 20th largest craft brewery in the US, and being the lead designer includes a variety of responsibilities such as:

- Design beer logos, packaging, social media creative, website assets, email graphics, campaign signage, and retail displays.
- Maintain consistency in typography, color, and layout across all digital channels, and print materials.
- Develop branding for Tröegs Freaky Squeeze spiked beverages. Design packaging, provide art direction for photography, build out point-of-sale signage, display shelving, and merchandise for the General Store. Manage the brand as it continues to grow in the malt beverage category.
- Work closely with a Creative Director, Content Manager, Photographer, Digital Media Specialist, and Campaign Manager.
- Primary contact for print vendors, prepare art files for production, ensure pixel-perfect quality in pre-press processing, review proofs, and oversee press checks on-site and virtual.
- Lead creative meetings to provide my vision for various projects in support of the brand, and point person to freelancers.
- Design and weigh in on merchandise for the General Store.
- Assist and art direct photo shoots.
- Create a company magazine, sell sheets, as well as the Annual Business Plan for wholesalers.
- Curate the annual Art of Tröegs Gallery and occasionally assist with redesigning spaces for the best brewery experience.
- Collaborate with partners such as Hershey Park, Giant, YMCA, and more for various packaging and print materials.

### Junior Graphic Design | NickelBronx

Remote | July 2021 – January 2022

- Collaborated closely with a Senior Designer, Project Manager, and Creative Director on branding, web design, illustrations, social media ads, and promotions in a fast-paced environment. My roles also include communicating directly with clients and delivering high-quality work while on tight deadlines.

### Graphic Design Internship | Lehigh Mining & Navigation

Allentown, PA | Spring 2021

- Worked closely with Art Director, Creative Director, and Production Designer on a variety of different projects including social media ads, motion graphics, and package design.

### Graphic Designer | Office of Student Involvement

Kutztown, PA | Fall 2019 – Spring 2021

- Worked with a team of student designers to create posters and social media posts for over 190 student organizations, clubs, and events on campus.

