

Work

Manifest

(formerly Aisle Rocket)
Sr. Digital Designer
St. Joseph, MI
2026–

- Built and presented design systems and style guides for all Whirlpool brands that aligned cross-agency partners
- Trained, mentored, and reviewed work for 5+ CMS authors
- Led UI/UX design on 2 product launches from wireframes through AEM production
- Created scalable templates for product specification sheets, 20+ site page executions, and atomic libraries
- Owned projects end-to-end, from client briefs to post-launch QA

Digital Designer
St. Joseph, MI
2021–2026

- Designed site executions for Whirlpool brands through promotional periods, product launches, and brand refreshes
- Led a team of 4 CMS authors on a brand-wide product refresh
- Designed 100+ digital articles with a focus on SEO and scale
- Designed social media static graphics, motion graphics, and infographics
- Designed and formatted B2B pitch decks

SDI Clarity

Designer
Grand Rapids, MI
2019–2021

- Collaborated closely with developers on custom-built sites and digital touchpoints
- Designed UI/UX and components for a custom CMS tailored to eLearning needs
- Designed eLearning policy and training courses for brands such as LG and Haworth
- Animated motion graphics for pitches, marketing, and instructional content

Newell Brands

Design Intern
Chicago, IL
2018

- Designed Amazon SIOC packaging for Coleman with a focus on production cost
- Designed trilingual packaging layouts for Coleman and Contigo
- Art-directed photography and design on a Coleman product launch

Education

Ferris State University

Bachelor of Science
Graphic Design
May 2019

Skills

AEM
Adobe CC
Figma
HTML5
CSS
After Effects
WordPress
Cinema 4D
Atomic design systems
Digital prototyping
WCAG accessibility

Clients

Whirlpool
Maytag
KitchenAid
JennAir
everydrop
LG
Haworth
Coleman
Contigo