

EXPERIENCE

JO MALONE LONDON | NEW YORK, NEW YORK, USA 2017

SENIOR DIGITAL DESIGNER

- Designing home pages, landing pages, promotional emails, web banners and category headers for jomalone.com
- Designing special event + social media and third-party digital assets
- Creating keynote presentations of ecommerce designs

TOMMY HILFIGER | NEW YORK, NEW YORK, USA 2016 - 2017

SENIOR DIGITAL DESIGNER

- Designing landing pages, promotional emails, category headers, pop-ups and mobile assets for both mainsite + outlet
- Designing and creating new templates for all formats of Tommy Blog
- Designing all blog posts for Tommy Blog; working closely with web developer and copywriters to meet tight deadlines
- Concepting and designing new mobile-friendly email layouts
- Designing mobile-friendly landing pages and navigation for tommy.com
- Concepting and designing seasonal gift guides and seasonal creative
- Social media and third-party digital assets
- Creating monthly keynote presentations of ecommerce designs

CALVIN KLEIN | NEW YORK, NEW YORK, USA 2015 - 2016

DIGITAL DESIGNER

- Designing landing pages, promotional emails, web banners and category headers for calvinklein.com, as well as creative for all social channels
- Designing all third-party digital assets including: emails, landing pages, web banners and category/navigation headers
- Assembling print mechanicals

NYUMBANI DESIGN | DAR ES SALAAM, TANZANIA 2014 - 2016

DIGITAL + PRINT DESIGNER

- Creating lookbooks of all collections highlighting pieces as well as incorporating on-figure photography, inspiration images and information
- Created brand website (updates as necessary)
- Designing promotional emails, event postcards and digital creative
- Photo retouching + manipulation as necessary

EDUCATION

BOSTON UNIVERSITY

BOSTON, MA, USA 2008 - 2012

Bachelor of Fine Arts,
Graphic Design

SCHOOL FOR FIELD STUDIES

KENYA + TANZANIA 2011

Wildlife Conservation, Swahili + East
African Tribal Communities

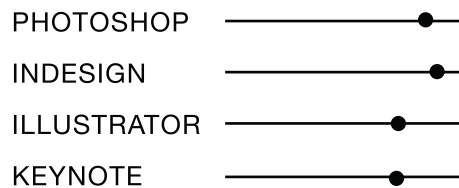
Directed Research: Sustainable
Livelihoods in Mto Wa Mbu

BU LONDON ACADEMY

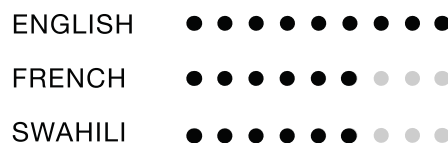
LONDON, UNITED KINGDOM 2011

Graphic Design Program

SKILLS



LANGUAGES



RELATED EXPERIENCE

ABBY LEWIS (CLOTHING BRAND) | DAR ES SALAAM, TANZANIA + NEW YORK, USA 2017-PRESENT

OWNER / DESIGNER / GRAPHIC DESIGNER

Ethical clothing line made with own original fabric designs, handwoven out of hand-dyed 100% Tanzanian cotton by partners *Handmade from Tanzania*, a social enterprise prioritizing economic welfare and prosperity in Tanzania

AFRICA FASHION WEEK LONDON 2018 | Showcasing designer, 20 piece collection

SWAHILI FASHION WEEK KENYA 2018 | Showcasing designer, 12 piece collection

SWAHILI FASHION WEEK TANZANIA 2017 | Showcasing designer, 12 piece collection