

• Professional Summary

Graphic Designer with 4+ years of experience in brand identity, packaging, and multi-channel campaign design for consumer brands. As the sole in-house designer for four brands at once, delivered 27+ packaging SKUs and 10+ launch campaigns in a regulated cannabis market, from first concept through production. Bilingual in English and Spanish.

• Professional Experience

High Fidelity Brands | Graphic Designer St. Louis, MO | Jan 2023 – Nov 2025

- Sole in-house Graphic Designer for four cannabis brands at once, covering packaging, retail, digital, and campaigns.
- Designed 27+ packaging SKUs (12+ Good Taste, 8 Pinpoint, 7 Daybreak) from initial concept through production and launch.
- Led packaging updates for new state compliance requirements, balancing regulatory accuracy with standout shelf design.
- Created 10+ product launch campaigns plus year-round seasonal campaigns for Kind Goods retail.
- Supported Kind Goods' growth from 3 to 6 dispensaries with billboards, print ads, events, and 2 store-opening launches.
- Kept branding consistent across 8+ partner dispensaries in Missouri, from St. Louis to Kansas City.
- Designed the Good & Hi collaboration with Hi-Pointe Drive-In, shortlisted for the 2023 Clio Cannabis Awards.

Self-Employed | Freelance Brand Designer St. Louis, MO | 2021 – Present

- Brand identity and website design for IntentOne (2024) and Busy Bee Speech Therapy (2021).

HDA Architects | Graphic Designer St. Louis, MO | Aug 2019 – Aug 2020

- Played a key role in refreshing and modernizing the firm's brand across digital and print channels.
- Redesigned the company website, marketing brochures, newsletters, email publications, and physical and digital portfolios.
- Created and managed social media content for Instagram, Facebook, and LinkedIn.

• Skills

Design: Brand Identity, Packaging Design, Campaign Design, Visual Systems, Typography, Retail Marketing, Print Production, Digital Advertising, Social Media Design, Experiential Design, Motion Graphics

Software: Adobe Illustrator, Adobe Photoshop, Adobe InDesign, Adobe After Effects, Adobe Acrobat, Adobe Firefly, Canva

Languages: Spanish (Native), English (Professional Proficiency)

• Earlier Experience

Club Fitness | Graphic Design Intern St. Louis, MO | Jun 2019 – Aug 2019

- Designed in-gym and social campaign assets: posters, banners, digital screens, and video.

Lindenwood University | Graphic Design Tutor St. Louis, MO | Mar 2019 – May 2019

- Supported students with Adobe Creative Suite and created After Effects motion graphics for the Juried Student Show.

Newlink Group | Graphic Design Intern Miami, FL | Jun 2017 – Aug 2017

- Designed social ads for clients including MTV Latin America, the TV series Bull, and Cervecería Centro Americana.

Papiros Grupo Gráfico | Print Production Intern Valencia, Venezuela | Jul 2016 – Aug 2016

- Prepared CMYK files and refined logos for mass printing.

• Education and Awards

Lindenwood University | 2015 – 2019 Bachelor of Fine Arts, Graphic Design | Minor in Studio Art

Stevens, The Institute of Business & Arts | 2020 – 2021 Graphic Design Coursework, Associate Degree Program

AI-Aided Graphic Design Certificate | Dec 2025 ELVTR

Clio Cannabis Awards | 2023 Shortlist | Good & Hi | Partnerships & Collaborations