



## Skills

Adobe Creative Suite  
Windows/MacOS  
Microsoft Suite  
Branding

Marketing/Advertising  
Print Processes  
Concept Development/Prototyping  
Technical Writing

Illustration/Vectorization  
Typography  
Event Services  
Social Media

## Education

### **Western Washington University**, Bellingham, WA

Bachelor of Arts, Design, Fall 2016

Minor, Psychology

Minor, Internet Resource Creation and Management

### **International Experience: WWU Design Department Study Abroad**

Germany and Switzerland, Summer 2015

### **Internship: Events & Graphic Design Intern | App Designer | Temp. Exhibit Assistant**

Design Museum Portland, February 2017 - July 2017, ongoing as needed

- Engaged in professional correspondence regarding events
- Assisted in maintaining event web tools and WordPress
- Managed social media, creative marketing, and graphic design for Portland branch
- Worked independently to solve event-related problems
- Developed concepts and unified the brand direction of the organization
- Hands-on at events
- Planned for and designed a mobile app for the museum
- Assisted with set-up and disassembly of traveling exhibit

## Certification

### **Content Developer Certificate**

Western Washington University Internet Studies Center, 2016

### **Recreational Marijuana Worker Permit**

Oregon Liquor Control Commission Recreational Marijuana Program, 2020

## Experience

### **Enthusiast Media Group**

Graphic Design | Marketing Coordinator | Administrative Assistant

*January 2021 - Present*

- Designed product artwork to help fulfill customer's vision
- Created merchandise mockups to assist the sales team in closing on over 3 million in sales per year
- Vectorized artwork and handled file conversions
- Pitched shirt designs for major client Ole Smoky with 3 designs going into production
- Implemented new merchandise highlight email calendar and provided click-through stats to the sales team
- Introduced planning system for email and social marketing
- Took over management of webstores created for clients to sell products straight to customers; fulfilled webstore orders
- Ensured check deposits and mail pickup was handled
- Assisted in processing orders, quoting customers, and invoicing



Experience  
Cont.

**Hour to Midnight**

Game Master | Merchandising Manager | Social Media Assistant  
*October 2017 - Present*

- Performed opening and closing duties
- Greeted guests, explained rules, and concluded game wrap-up
- Board game ordering and sales
- Managed merchandise design and purchasing
- Operated games including closely monitoring the screens and providing clues, fixing technical problems, and resetting the room
- Managed booking/scheduling conflicts and handled unique guest questions
- Helped with light cleaning
- Assisted with prop graphic design

**Griffin Media**

Junior Ad Designer  
*July 2019 - October 2022*

- Created custom guides for breweries - including cover design, history, beer offerings, events, space overviews, and merchandise
- Created custom guides for real estate offices - including cover design, realtor overview, area overview, and tips for selling and buying houses
- Created targeted ads featured in guides for a variety of businesses across the U.S. using existing branding from company websites or from scratch
- Helped clients identify brand colors, fonts, and quality images
- Worked directly with customers to perfect vision for ad

**Aalbers Designs**

Freelance and Contract Design  
*Spring 2016 - Present*

Designer at various small and local businesses. Projects include brand development and design, resume layout, website building and management, social media promotion, packaging redesign, brand promotion and outreach, website management, product photography, and product management.

Educational  
Workshops  
& Memberships

- Draplin Design Co. Logo Workshop:** 2017
- ART + RESISTANCE: Block Printing for Social Change:** 2017
- Calligraphy for Social Change:** Design Week Portland 2017
- Art Deco Type with Nicholas Misani:** WeMake Celebrates 2017
- Time's Up Advertising Launch Meeting:** Portland 2018
- WeMake Workshop with Jessica Hische:** Design Week Portland 2018
- Accessibility in Design:** Design Week Portland 2019
- Adobe Max Conference:** 2020
- Ink Drawing with Watercolor Washes:** Mt. Hood Community College 2020
- Acrylic Painting:** Mt. Hood Community College 2020
- AIGA Membership:** 2015-2022
- Computer Human Interaction Forum of Oregon (CHIFOO) Membership:** 2018 - Present