



## EDUCATION

**NEW YORK UNIVERSITY**  
**MS Integrated Marketing**  
School of Professional Studies  
Dec 2020 | New York, NY

**SYRACUSE UNIVERSITY**  
**BFA Communications Design**  
School of Visual & Performing Arts  
May 2017 | Syracuse, NY

**SYRACUSE LONDON**  
**Semester Abroad**  
Spring 2016 | London, UK

## AWARDS

### **NEW YORK JETS POSTER SERIES CONTEST WINNER**

Collaborated with the New York Jets creative team to design and illustrate a poster for New York Jets vs. Denver Broncos game on 10/1/20 as part of their 2020 Poster Series Contest.

## SKILLS

- InDesign
- Illustrator
- Photoshop
- Sketch
- Magic Info

## INTERESTS

- Traveling
- Baking
- Playing Tennis

## EXPERIENCE

### **NEW YORK METS**

**Lead Designer, IPTV Content** | April 2023 - Present | Flushing, NY

- Lead creative on 1,200 IPTV screens across stadium including the starting lineup, concessions menus, wayfinding & team store advertising.
- Strategize ways to improve the ballpark experience through in-game features and wayfinding implementation.
- Mentor IPTV team to implement marketing objectives and optimize screen content to best serve fans. Review messaging and provide feedback before uploading to IPTVs across ballpark.
- Design brand projects such as campaigns, cocktail menus, sponsorship advertising, in-game features, emails, invites, & social.
- Work games to ensure all screens are showing the proper content & switch over as needed. Assist control room with last minute graphics for in-game features.

### **FIRST BITE CREATIVE**

**Owner & Graphic Designer** | January 2021 - Present | New York, NY

- Create print graphics, social media content, packaging, & logos for varying restaurant and bakery brands.
- Clients include Sweet Lichs, Carlos Bagel Shop, Southie Cookie, JoJo's Chocolate, Holy Crab, Downtown Yogurt & P. Knuckle Jones Book Series.

### **BAREBURGER**

**Graphic Design Lead** | June 2021 - January 2023 | Astoria, NY

- Led marketing team in visually captivating designs from ideation to implementation across print, digital, & social platforms.
- Developed new brand look for Bareburger Kitchen + Bar and implemented creative rollout across multiple locations.
- Art directed and organized photoshoots for food promotions and monthly social media content.
- Transitioned content focus from photo to video capitalizing on trends. Average engagement increased 40%. Spearheaded brand launch on TikTok. Account grew to 4k followers in the first 2 months.

### **CHIP CITY**

**Graphic Design Lead** | August 2019 - March 2021 | Astoria, NY

- Re-branded "Chip New York City" into "Chip City Cookies" across all assets from in-store signage, digital advertising, & print collateral.
- Designed graphics and animations for social media account with 150k followers. Grew account by 30k followers during time at the company.
- Art directed and stylized cookies for seasonal photoshoots.
- Attended events such as store openings, news spotlights and Food Network sets.

### **NEST SEEKERS INTERNATIONAL**

**Freelance Graphic Designer** | January 2021 - June 2021 | New York, NY

- Led creation of branding, print assets, & social media graphics for residential buildings located across all boroughs of NYC.
- Managed and created content for multiple buildings' social media channels and designed paid advertisements to promote business.

### **LEIBOWITZ BRANDING & DESIGN**

**Designer** | August 2017 - August 2019 | New York, NY

- Designed advertisements, posters, promotional materials, logos, and digital web banners for Spectrum Cable Company, New York Life Insurance Company and Syracuse University.