



Building the creative infrastructure behind brands, products, and the experiences that connect them.

Senior Motion Designer

PBS News (WETA, News Hour Productions) | Apr. 2019 – Mar. 2026

- Established the newsroom's GIS pipeline (*including 2x award-winning Ukraine coverage*), integrating live datasets into production and enabling cartography across elections, weather, politics, and breaking news.
- Developed graphic systems and production tooling adopted across broadcast, digital, and social teams, helping scale PBS News' digital publishing from ~200K to over 1.2M Instagram followers (*& a Webby People's Voice Award*).
- Operationalized the PBS News rebrand (*Society of Publication Designers Merit Winner*) by translating identity into templates, motion systems, and production workflows adopted across broadcast and digital platforms.
- Built titles and visual systems supporting the 2020 and 2024 national election cycles, including live programming, primaries, caucuses, debates, and rapidly changing data.
- Introduced 3D workflows that expanded technical and data-driven storytelling across editorial and interactive media.
- Led visual development across PBS News Hour, Washington Week with the Atlantic, PBS News Weekend, Horizons, Compass Points, Student Reporting Labs, documentaries, and special programming.
- Produced live graphics for national broadcast and series where speed, clarity, and accuracy mattered every day.
- Contributed to journalism recognized with 5x *Peabody*, 2x *duPont-Columbia*, 2x *News & Documentary Emmy Awards*

Consulting & Independent Work

Brand Designer @ Hatteras Island Surf & Sail | Nov. 2024 – Apr. 2026

- Unified two storefronts under a single scalable brand system spanning retail, apparel, web, and environmental graphics.

Product Designer @ VYPR Sports | Nov. 2020 – Jan. 2021

- Designed CAD assets, manufacturing layouts, and textured grip systems for performance sports products.

3D Designer @ Student Reporting Labs | Apr. 2019 – May 2019

- Produced title sequences, campaign assets, promotions, and digital materials supporting educational journalism.

Graphic Designer, Broadcast @ PBS NewsHour | Nov. 2018 – Apr. 2019

- Produced narrative animation for 'In My Humble Opinion' series supporting broadcast and digital storytelling.

Communications Designer @ EnerBlü | Aug. 2017 – Jan. 2018

- Built brand identity systems, communication standards, presentation frameworks, and product materials supporting investor and public-facing initiatives.

Content Manager

S. Freedman & Sons | Jul. 2017 – Jul. 2018

- Led digital product content during the company's transition from traditional B2B sales to eCommerce, standardizing information across ~30,000 SKUs while coordinating vendors, print production, and marketing assets.

Education

Flagler College of Liberal Arts | 2012 – '16

- Bachelor of Arts (BA) in Graphic Design, Concentration in Motion Graphics
- Minors in Marketing, Advertising, Illustration, and Fine Arts