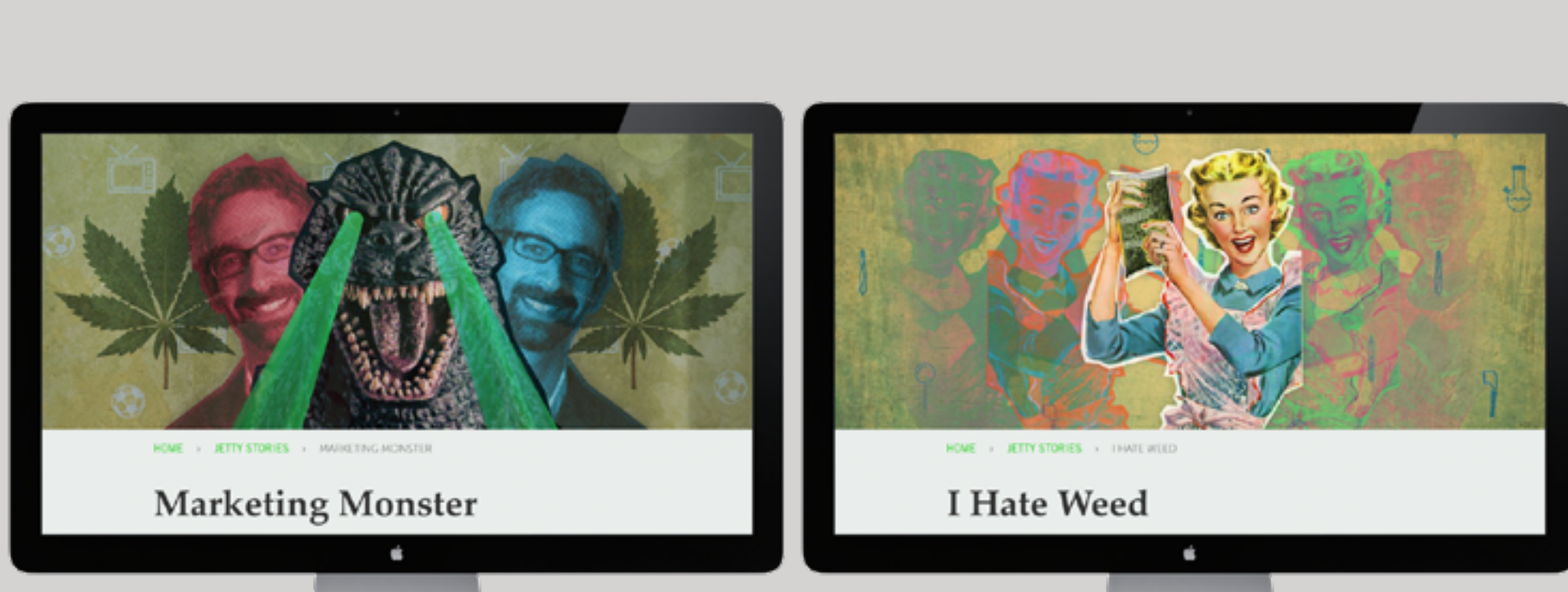
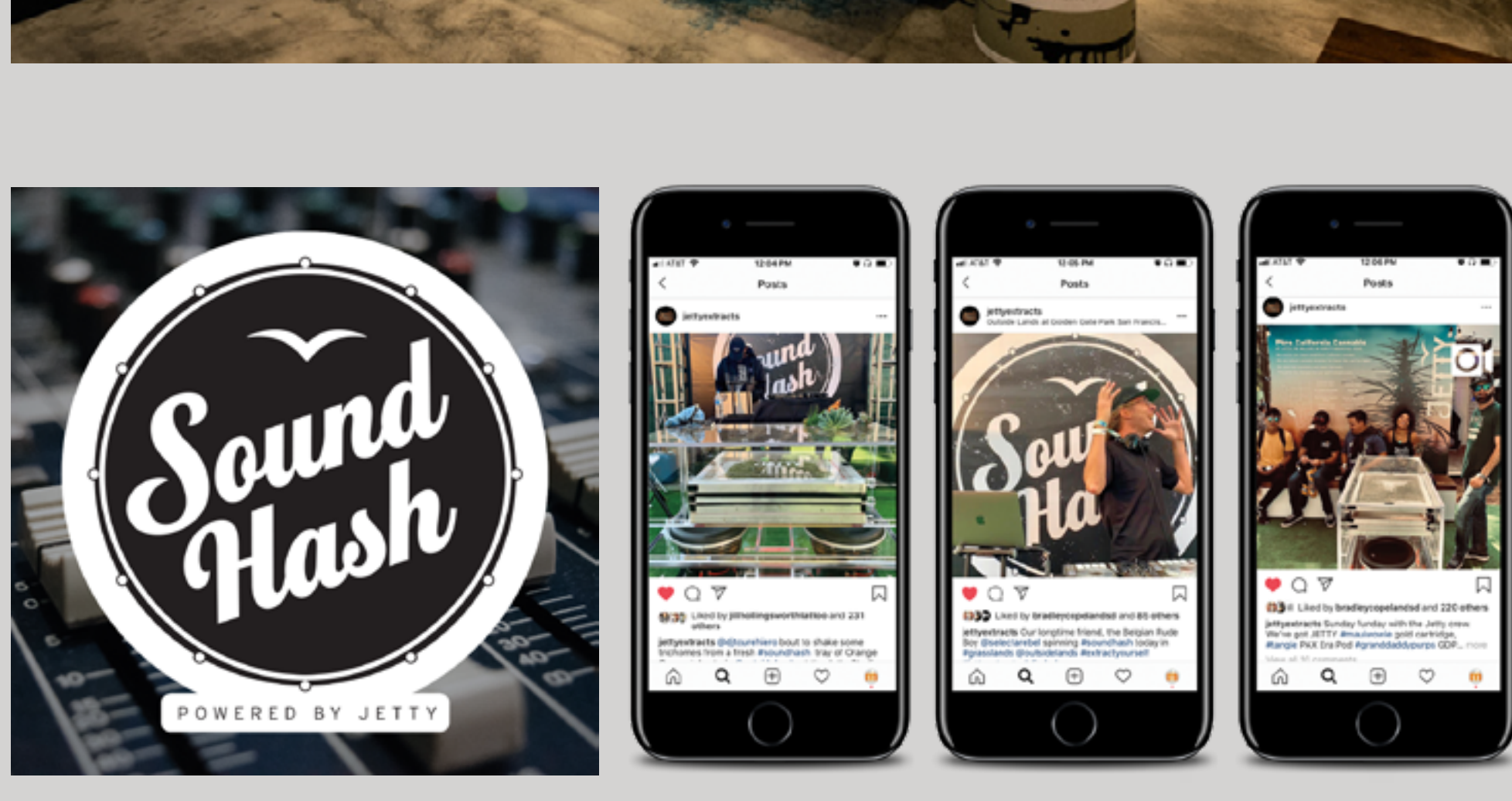


In my time at Jetty Extracts, I was responsible for steering the overall brand direction as well as conceptualizing, pitching (to internal stakeholders as well as partner brands) and creating cross-channel campaigns for new product launches, corporate social responsibility initiatives, and events including trade shows and music festivals. Drawing on my strong photography background, I negotiated and oversaw photoshoots and, when appropriate, shot content myself.

Additionally, I was tasked with designing packaging, collateral, marketing communications (B-to-B & B-to-C), apparel and environmental graphics, along with overseeing junior designers and working with vendors to get these projects produced. In my time at Jetty, we were able to dramatically increase brand awareness in an extremely crowded category and grow market share to put Jetty in the top 5 of California cannabis vape brands.



*I was born to do this work* For as long as I can remember my eye has traced the letterforms, logos, shapes, and colors that permeate my world. As a teenager, I discovered skateboarding and punk-rock, two scenes rich in visual language. It was in these counter culture environments that the foundations of my aesthetic and world-view were laid. It was through skateboarding that I came to understand brands had personalities, and that the graphics they used could define and communicate emotional qualities and character. It is also where my love of photography sprouted, resulting in my first published work. I graduated from San Diego City College in 2013 and won the photography category at the AIGA/SD student portfolio review. I currently work as a graphic designer, photographer and art director for niche clients, creative agencies, and lifestyle brands.