



Work Experience



ARCTIC WOLF

APRIL 2021 - PRESENT

- **Manager, Digital Design**
MAY 2024 - PRESENT
 - Lead digital design and asset creation within the Creative Department, overseeing a Senior Digital Designer and collaborating closely with a team of designers and developers all working under the Creative Director
 - Partner with the global marketing team to design and deliver digital marketing assets supporting campaigns and lead generation
- **Senior Digital Designer**
APRIL 2021 - MAY 2024 · 3 yrs 2 mos
 - Contributed to the visual direction of the company website using WP + Elementor, collaborating with stakeholders to align with brand standards, while building and maintaining Marketo landing pages and emails to support global lead generation
 - Designed static and motion graphics used across the company website, email marketing campaigns, and social media channels



FERRARA CANDY CO.

JANUARY 2020 - APRIL 2021 · 1 yr 3 mos

- **Web Marketing Manager**
 - Digital and technical lead overseeing the design, development, and maintenance of portfolio-wide brand websites for Trolli, SweeTarts, Keebler, Nerds, and 15+ additional brands, collaborating closely with an agency on large-scale campaign launches



MINNESOTA TIMBERWOLVES

DECEMBER 2011 - JANUARY 2020 · 8 yrs 1 mo

- **Manager, Digital Innovation**
JANUARY 2018 - JANUARY 2020 · 2 yrs
 - Led design and development for Timberwolves.com and 10+ Timberwolves and Lynx digital properties within the Minnesota Timberwolves' Digital Innovation department, while managing team mobile apps and email marketing initiatives to drive fan engagement and modernize platform-wide experiences
- **Senior Digital Designer**
OCTOBER 2015 - JANUARY 2018 · 2 yrs 4 mos
- **Interactive Designer**
DECEMBER 2011 - OCTOBER 2015 · 3 yrs 9 mos

Toolset

Design:

Photoshop, Illustrator, After Effects, Dreamweaver

Web:

WordPress, Elementor, Drupal, Website UI/UX, HTML, CSS, JavaScript

Marketing and Search:

Marketo, Google Analytics (GA4), SEO, AI Search Optimization

Awards

Ad Fed "The Show" MN

Silver Pin | Microsites

TIMBERWOLVES / 2018 / [View Award](#)

The Awwwards

Site of the Year Finalist, Site of the Day Winner

TROLLI / 2020 / [View Award](#)

The FWA

Site of the Month Finalist, Site of the Day Winner

TROLLI / 2020 / [View Award](#)

Education

University of Wisconsin-Stout

B.F.A. Multimedia Design

Other Experiences



Arizona Coyotes

Aug-Dec 2011 · 5 mos

Hockey Operations Video Asst.



UW-Stout Athletics

Sept 2009 - May 2011 · 1 yr 9 mos

Sports Video Editor