

Freelance graphic and motion designer with a strong foundation in video production and 2D animation, paired with a highly adaptable creative skillset across branding, digital content, and visual storytelling.

Education

2016-2021

University of Cincinnati

Bachelor of Science, Communication Design
School of Design, Architecture, Art & Planning

Experience

May 2021-present

Rafa made it, LLC / **Freelance Art & Design Business Owner**

Independent creative studio specializing in creative consulting, art, and design.

- Provided a variety of services to clients including logo design, photo editing, illustration, and content for social media.
- Partnered with Crunchy Leaves Sustainability Collaborative to create branding, print materials, and social media content—helping increase community engagement and local recognition.
- Engaged with TiER1 Performance Solutions as a long-term contract designer.

Jan 2021-present

TiER1 Performance Solutions / **Creative Consultant & Design Contractor**

Change management and business performance consultancy.

- Delivered full-cycle video production services for 10+ corporate clients, many within the Life Sciences and Healthcare sectors.
- Navigated complex project timelines and client expectations, ensuring on-time delivery of high-quality, custom learning experiences.
- Contributed to internal initiatives, including brand development for non-profit mental health programs and Diversity, Equity, and Inclusion (DEI) communications.

Jan-Apr 2020

NBC Late Night Digital / **Media Design Internship**

Social media content development for late night TV.

- Designed and delivered graphic/video assets for social media and original content for Saturday Night Live and Late Night with Seth Meyers.
- Collaborated with editorial teams to create timely, audience-driven content across multiple platforms under tight production deadlines.

Skills

Productivity:

Notion, Trello, JIRA, Microsoft Office (Word, PowerPoint, Excel), Google Workspace (Docs, Sheets, Slides)

Graphic Design & Video:

Adobe After Effects, Premiere Pro, Illustrator, Photoshop, InDesign, Cinema4D, Adobe Express, Canva

Working Knowledge:

HTML, CSS, JavaScript, Rive, Cavalry, Blender, Figma, Rise360