

CONTACT

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San Francisco, CA · Remote  
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CAPABILITIES

**Visual Communication**  
Information Design · Infographics  
Presentations · Data Visualization  
Technical / Complex Information

**Graphic Design**  
Visual Identity · Typography  
Layout · Art Direction  
Print · Digital

**Production**  
Campaigns · OOH · Motion  
Presentation Design · Production

**Digital**  
UI/UX · Digital Experiences  
Design Systems

TOOLS

**Adobe Creative Suite**  
Illustrator · InDesign · Photoshop ·  
After Effects  
  
Figma · Microsoft Office · Blender

**AI / Emerging Tools**  
Claude Code · Visual Studio Code  
· Magnific

LANGUAGES

English · Spanish · German (B2)

SUMMARY

**Senior visual designer** with 10+ years of experience translating complex information into clear, compelling visual communication across brand, campaigns, presentations, digital experiences, and data visualization.

EXPERIENCE

**Freelance Designer** 2025 — Present

Independent Design Practice · Germany & International

- UMA.** AI-powered app. Branding, UI/UX, and product visuals.
- Speidels Hotel & Brewery.** Brand identity and website for a family-run hotel and brewery.
- Weinhaus Kahlenberg.** Identity, label design, and website.
- Gemeinde Poing.** Brand refresh for a municipal youth program.

**Sr. Visual Designer** 2015 — 2024

**Personal Capital → Empower**  
Acquired 2020 · San Francisco, CA / Remote

- One of the company's first designers, helping shape and evolve the visual identity through rapid growth, a \$1B acquisition, and a full rebrand.
- **Designed visual experiences** for complex financial products, including dashboards, infographics, and data visualizations that made investment, savings, and financial information more accessible and understandable.
  - **Designed** board presentations, sales decks, executive communications, and collateral, supporting company-wide communication through periods of rapid growth, acquisition, and organizational change.
  - **Multichannel.** Owned and evolved the visual identity and style system across marketing, product, presentations, and customer communications, partnering across teams to translate the brand into new products, campaigns, and customer experiences.
  - **Collaborated with** product and business teams to bring visual design principles into digital product experiences and translate complex financial concepts into clear visual narratives.
  - **Designed and produced** integrated campaigns across email, paid social, OOH, digital, and motion, reaching 3M+ users, with work spanning concept development, art direction, production, and final delivery.

EDUCATION

**B.F.A. Graphic Design**  
Academy of Art University, SF  
2010 — 2015

**A.A.S. Engineer Apprentice**  
Community College Air Force  
2009 — 2010