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BIO

Portland-based graphic designer specializing in brand identity, apparel design, and art direction. Over six years of freelance experience, working with independent brands to develop visual systems, graphics, and campaigns that translate across both digital and physical spaces. Founder of 1800Laboratories and Lab Rats, focusing on design-driven apparel and collaborative creative projects.

EDUCATION

Aug 2023 – Present

Willamette University
at Pacific Northwest
College of Art

BFA Graphic Design

Expected Graduation:
Fall 2027

Dean's List • GPA:
3.85+

SKILLS

- Art Direction
- Brand Identity
- Apparel Design
- Visual Systems
- Campaign Design
- Screen Printing
- Embroidery
- Print & Editorial
- Social Media Design
- Clothing Techpacks
- Basic UX/UI

SOFTWARE

Photoshop

Illustrator

InDesign

After Effects

Figma

Chroma LUXE

EXPERIENCE

2019 – Present

Freelance Graphic Designer

Designed graphics, apparel, and accessories for independent brands. Specialized in t-shirt graphics, pin design, and brand visuals. Delivered work across branding, campaigns, social media, and print. Generated ~\$3K/month in freelance income while a full-time student. Contributed to a client generating \$100K+ in product sales. Clients include: Guerstrom Tattoo, Hellraiser, El Pintor, Dreamstudy, GAMS.

2021 – Present

Founder & Designer — 1800Laboratories

Built and operate an apparel brand from concept to production. Designed collections including hoodies, jackets, shorts, and t-shirts. Created tech packs and managed overseas + local manufacturers. Executed in-house embroidery and screen printing. Developed brand identity, marketing assets, and digital presence.

2025 – Present

Founder & Creative Director — Lab Rats

Founded a creative collective focused on design and events. Led a team of 10 creatives across branding and campaigns. Organized and produced events with 100+ attendees. Directed collaborative creative output and art direction

2024 – Present

Community Engagement & Design Mentor – Cada Casa

Facilitated inclusive, culturally grounded programming and served as a bridge between the organization and its community. Supported events, workshops, and collaborations that amplified underrepresented voices and encouraged creative participation. Built lasting relationships with community members and partners, fostering trust, engagement, and a sense of shared ownership.