

About Me - Product & Graphic Designer

I'm an independent product and graphic designer with over 10 years of hands-on creative experience working across branding, digital design, and custom product visuals. My work focuses on turning ideas into clean, functional, and visually impactful designs that help businesses and creators bring their concepts to life in a way that feels modern, intentional, and professional. Over the years, I've developed experience in a wide range of design work including logo creation, brand identity development, social media graphics, promotional materials, and custom product design such as phone cases, apparel graphics, and print-ready assets. I also work closely with clients to prepare designs for production, ensuring files are properly formatted, consistent, and ready for real-world use. My process is both creative and structured—I focus on understanding the client's vision first, then translating it into clear design direction through concepts, revisions, and refinement. I place a strong emphasis on communication, adaptability, and making sure the final product aligns with both the creative vision and the intended purpose. In addition to design work, I also handle project coordination aspects such as revisions, production preparation, and print setup. This allows me to deliver not just visuals, but complete design solutions that are ready for execution. I specialize in: - Product design (phone cases, apparel, merch concepts) - Branding and visual identity - Graphic design for digital and print use - Social media and marketing visuals - Print-ready file preparation and coordination My goal is to help brands, small businesses, and creators stand out through strong visual identity and thoughtful design execution. I take pride in creating work that is not only visually appealing but also practical, production-ready, and aligned with real-world use. Whether it's a single custom design or a full visual direction for a product or brand, I focus on delivering clean, reliable, and purposeful design work that helps clients bring their ideas into reality.