

Multidisciplinary Designer with over 7 years industry experience bringing to life experiences in both the digital and physical worlds. Competent collaborating cross-functionally in agency, in-house, public, and non-profit settings. Extensive design experience including national campaigns, digital marketing, UX/UI, branding, experiential, exhibit, and packaging.

MAR 2021 – **DESIGN LEAD** **iQ OFFICES**
NOV 2022

Oversee creative strategy and design while working cross-functionally with executives and department leads to elevate the brand and product to accurately reflect its luxurious services. Ensuring alignment with corporate objectives, and brand guidelines to increase ROI. Developing solutions while driving new initiatives from executive pitch presentations to Covid-19 wayfinding to location brochures. My current priority is directing the redesign and build of the website experience for web and mobile, with emphasis on introducing immediate online transaction. Responsibilities include: UX design, external development team management, customer journey mapping, project management, wireframing, prototyping, quality assurance, resource creation and management.

Other W.I.P include rebuilding brand identity guidelines, expanding assets, and developing a Design Standard of Operations for future projects and collaboration with external creatives to ensure long-term resiliency.

MAR 2021 – **DESIGN LEAD** **BLACK BEAR RIDGE GOLF COURSE & RESORT**
NOV 2022

Leading the re-branding of one of Canada's Top 5 public golf courses as it transitions into a sport/culture blending resort by re-shaping resort expectations with a sensory-driven focus. Overseeing and executing the creative strategy and design, working directly with the new executives. Developing the branding from inception to delivery, including discovery, articulation, positioning, conceptualizing, guidelines and application. Collaborating with external agencies implementing the social media launch and website rebuild, providing design assurance, direction and review.

MAR 2020 – **DESIGNER** **THE CANADIAN OLYMPIC COMMITTEE A.K.A TEAM CANADA**
DEC 2020

Built brand affinity and loyalty, grew and engaged the team Canada fan base, provided platforms for athlete voices, and generated positive media conversation. My primary role while preparing for the Tokyo 2020 and Beijing 2022 Olympic games comprised of creative conceptualization, design system production, marketing partners brand guidelines development, template design, photo compositing, and implementation. The innate team environment led to an abundance of cross-functional collaboration with the marketing, promotion, education, and partnership departments. The creative I produced for the Olympic games and clients such as Hudson's Bay and RBC were multi-channel national campaigns spanning spots/TV, social, digital, experiential, print, OOH. Other volunteered responsibilities included promotion and consultation as a member of the COC's internal Diversity & Inclusion Advisory Group and the 2020 OLY Legacy Grant Selection Review team.

JUN 2019 – **DESIGNER** **ARC & CO. DESIGN COLLECTIVE**
MAR 2020

Created environments and brands that engaged multiple senses and challenged perceptions. Provided niche focused, market informed branding and packaging for startups and local Toronto companies like Providential 9, Butter Avenue, Upper East Food Club and Mini Do Kids Cafe. Contributed from inception to delivery and produced materials such as brand guidelines, stationery, menus, signage and packaging. I also conceptualized and executed in 2D and 3D for exhibition designs projects for the Bata Shoe Museum and Blanco Canada. Blanco's exhibit design was awarded gold for Best Booth Design at the 2020 Interior Design Show (IDS) in Toronto. In addition to design responsibilities, I prepared and delivered client-facing presentations.

NOV 2016 – **DESIGNER** **EDMONTON PUBLIC SCHOOLS**
MAY 2019

Worked collaboratively with students, parents and staff to usher in a record breaking 11 new schools in one year while accurately reflecting student success and inclusivity in communities inside and outside the classroom. Strategized and developed campaigns for schools, departments and programs alongside the communications team. Designing school visual identities and guidelines, templated materials, illustrations, motion graphics, and photography.

2015 – **FREELANCE**
CURRENT

Liaise with clients to help them achieve their goals by providing expertise and creating solutions in a variety of mediums including: hand lettering, branding, social assets, stationery and signage, and other print collateral. I work diligently to communicate often and transparently with all my clients and ensure they receive a product that both sides can be proud of.

References available upon request.