

- MAR 2021 – CURRENT**     **DESIGN LEAD // iQ OFFICES**  
Elevating the brand and product to reflect its luxurious services, I connect directly with executives and other department leads to strategize on department specific creative needs and to ensure alignment with corporate objectives. My current priority is directing the redesign and build of the website experience for web and mobile, while 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.
- MAR 2021 – CURRENT**     **DESIGN LEAD // BLACK BEAR RIDGE GOLF COURSE & RESORT**  
Re-shaping resort expectations with a sensory-driven focus, I'm leading the re-branding of one of Canada's Top 5 public golf courses as it transitions into a sport and culture blending resort. I oversee and execute creative strategy and design while working in direct communication with the new executives. My involvement has been from inception to delivery including identity discovery and conceptualizing, branding articulation and positioning, guidelines and applications. I also collaborate with external agencies implementing the social media launch and website rebuild, providing design assurance, direction and review.
- MAR 2020 – DEC 2020**     **DESIGNER // THE CANADIAN OLYMPIC COMMITTEE A.K.A TEAM CANADA**  
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. My experience in team environments led to a natural fit for cross-functional collaboration working with the marketing, promotion, education, and partnership departments. The creative I produced, including work for Hudson's Bay and RBC were multi-channel national campaigns spanning spots/TV, social, digital, experiential, print, Out-Of-Home. Other volunteered responsibilities that helped strengthen the team environment at the COC 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 – MAR 2020**     **DESIGNER // ARC & CO. DESIGN COLLECTIVE**  
Created environments and brands that engaged multiple senses and challenged perceptions. I built niche focused, market informed branding and packaging for startups and local companies like Providential 9, Butter Avenue, Upper East Food Club and Mini Do Kids Cafe. My contributions spanned from inception to delivery as I produced brand guidelines, stationery, menus, signage and packaging. My multi-dimensional skillset helped conceptualize and executed in 2D and 3D for exhibition designs projects for clients such as the Bata Shoe Museum and Blanco Canada where we were 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 – MAY 2019**     **DESIGNER // EDMONTON PUBLIC SCHOOLS**  
I worked collaboratively with students, parents and staff to usher in a record breaking 11 new schools in one year. As part of the communications team, I ensured accurate reflection of student success and inclusivity in communities inside and outside the classroom through contribution to the strategy and campaign development for schools, departments and programs. My broad skillset was utilized in designing school visual identities and guidelines, templated materials, illustrations, motion graphics, and photography.
- 2015 – CURRENT**     **FREELANCE**  
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, wedding 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.*