

DESIGN EXPERIENCE

SEPT 2015 – FEB 2018

GRAPHIC DESIGNER

The PUR Company

During my time at PUR, I have worked to successfully hone a cohesive and strategic brand identity, and I've been able to work on every aspect of the company's design and marketing initiatives. This includes digital design and marketing, trade-shows, advertising, package design, POS, product development, web and UX, social media, and the complete rebranding for the corporate identity. I collaborate with the internal creative/marketing team as the lead designer, and I provide support and guidance to our junior designers and interns. Working inhouse has given me an incredibly valuable perspective of how a business is run and insight into the core needs of a client.

MAY 2014 – PRESENT

FREELANCE DESIGNER & BRAND CONSULTANT

365° Integrated | May 2015 – Present

I act as the primary design lead at 365° Integrated. My role involves collaborating with President and Founder, Margo Jay, doing design consultation, conceptualization, package design, pitch decks and presentations, posters, POS displays, and more. I work on both internal branding and strategy, as well as externally for 365° clients.

Fit Escapes | June 2016 – Present

I work with Fit Escapes as their graphic and web designer, in addition to managing their e-commerce platform, and creating their digital and print marketing graphics.

All Day Fit | March 2016 – Present

I work with All Day fit as a designer, art director and brand strategist and partner. This includes the entire identity package, the website, and any marketing materials needed, printed or digital.

MAR 2016 – NOV 2016

DESIGNER

TEDxToronto | March – November 2016

As the primary designer, within a small marketing and design team for TEDxToronto's 2016 conference, I developed an identity for the 2016 theme, "Symbols + Signals", and worked to make every touch point of the conference an amazing experience.

JAN 2014 – APRIL 2014

DESIGN INTERN

Melon Design

My experience at Melon included brand identity work, brochures and program layout, website design, attending client and new business briefs, proposal development, Wordpress management, and more. I also worked with Melon's Interior design partner to create custom furniture and interior renderings for various properties and projects.

2007 – 2015

CUSTOMER SERVICE & SALES INDUSTRY

I started learning the value of hard work at 15, when my working career began in food service and fashion retailers. Some of my early jobs included The Body Shop, Aldo Group, and Tim Hortons.

EDUCATION & ORGANIZATIONS

SEPT – DEC 2017

UX DESIGN FUNDAMENTALS & ADVANCED

HackerYou College

2010 – 2014

BACHELOR OF DESIGN

NSCAD University

FALL SEMESTER 2013

INTERIOR DESIGN EXCHANGE

Glasgow School of Art

2015 – PRESENT

PROVISIONAL RGD MEMBERSHIP

The Association of Registered Graphic Designers

AREAS OF EXPERTISE

- + **Brand Identity Design**
- + **Digital Design**
- + **Print Design**
- + **UX Design & Methodologies**
- + **Web Design**
- + **Marketing & Sales Design**
- + **Package Design**
- + **Product Innovation & Research**
- + **Presentation Design**

TECHNICAL SKILLS & PROGRAMS



Illustrator



InDesign



Photoshop



Premiere Pro



Sketch



Wordpress



Shopify



Powerpoint



Word



Invision

I am fully proficient in both Mac and Windows OS, the Adobe Creative Suite, Microsoft Office and Wordpress and more. I also have basic HTML and CSS knowledge.

PORTFOLIO & CONTACT

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