

BIO

As a multidisciplinary designer with over 14 years of freelance experience, I am passionate about using design to tackle complex challenges and bring visionary concepts to life. I excel in independent project management, consistently delivering innovative solutions that meet the needs and expectations of my clients. Committed to continual learning, I stay at the forefront of industry trends, ensuring my work is both cutting-edge and impactful. My portfolio reflects a seamless blend of creativity and functionality, and I am eager to contribute my skills to new challenges in the dynamic world of design.

SKILLS

Design

Web Design • Wireframing • Prototyping • User Experience Design • User testing • Interaction Design • Visual Design • Usability Research • Empathy maps • UI/Interaction Design • Identity Systems • AODA and Accessibility

Software

Figma • Adobe CC (Photoshop, Illustrator, Indesign, Dreamweaver) • VS Code • HTML • CSS • SCSS • Javascript • Shopify • Wordpress • Github • Jira • Hotjar • Jira • CMS Web Design • Marvel • Confluence • MailChimp

Soft Skills

Client interviewing • Requirement Gathering • Project Management • Digital Asset Management • Resource Management • Market Research • Team Player • Effective communicator

EDUCATION

Graphic Design
Durham College

JavaScript Fundamentals ES6 for beginners
Udemy

The Complete Web Developer Course 2.0
Udemy

UX Design Certificate
BrainStation

EXPERIENCE

Web Designer

Mastermind Toys | Dec 2020 - Dec 2023

- Sole Web Designer in the Creative Services team, driving the digital design strategy with a focus on customer experience, brand tone, and voice.
- Collaborated closely with the product manager to enhance UI/UX across the entire website.
- Conceptualized and executed unique web boutiques aligned with digital product stories and marketing campaigns.
- Led brand enhancement efforts, developing and implementing patterns and color palettes to reinforce brand identity.
- Played a vital role in content creation for web, social media, and email templates, contributing to a cohesive brand narrative.
- Maintained and enhanced the front-page presentation on the website, ensuring strategic designs aligned with brand identity.

Web Designer

Property.ca | Jan 2020 - Dec 2020

- Collaborated seamlessly with the marketing team to construct layouts for landing pages and emails, utilizing custom HTML & CSS for production.
- Ensured UI/UX and AODA compliance across all digital content, emphasizing accessibility and user experience standards.
- Coordinated effectively with the development team, providing UI/UX designs for Property.ca, Condos.ca, and Mrloft.ca websites.

Web Designer

Ravenshoe Group | Aug 2016 - Oct 2019

- Spearheaded the conceptualization and construction of website designs and HTML prototypes, ensuring compatibility across modern browsers.
- Led the development of websites from the ground up, utilizing HTML, CSS, and Javascript.
- Enforced robust UI/UX and accessibility standards during development, conducting thorough usability tests.
- Offered expert design counsel, elevating websites for an unparalleled user experience.
- Engineered marketing sites, graphic designs, and user interfaces with a keen focus on usability.
- Ensured cross-browser compatibility and full Accessibility/AODA compliance.
- Developed meticulously organized website templates and dynamic email layouts for impactful marketing.

Graphic/Web Designer

MFM Design & Print | March 2015 - June 2016

- Utilized Kodak Prinergy Workshop and Preps Imposition Software for efficient layout editing.
- Led design and layout for diverse materials, including logos, flyers, and brochures.
- Managed and maintained WordPress and Static websites using HTML, CSS, and jQuery.
- Spearheaded creation and modification of website layouts, ensuring high-quality design standards.

Pre-press Operator

Sinalite | June 2012 - March 2015

- Constructed and edited layouts using Kodak Prinergy Workshop and other Preps Imposition Software.
- Verified files against job orders, ensuring accurate characteristics like page orientation, trim, bleed, fonts, etc.
- Opened files and conducted comprehensive checks, addressing issues like page orientation, trim, bleed, fonts, etc.
- Executed fixes on problematic files and communicated issues effectively with support staff.

Web/Graphic Designer

Mundo Media | March 2011 - April 2012

- Collaborated with the Lead Designer on diverse projects, contributing to the development of Flash banners, websites, and marketing materials in coordination with sales, account managers, and clients.
- Stayed current with web design trends and industry techniques, ensuring a contemporary and innovative approach to design projects.
- Organized and managed daily workflows within the Design team, ensuring efficiency and timely project delivery.

Junior Production Designer

ITG Trading cards | Sept 2008 - Jan 2011

- Structured an archive reference guide for improved search efficiency.
- Collaborated with the lead designer to construct and prepare files for print, including optimization, color correction, masking, cropping, sizing, and image conversion.

REFERENCES

References are available upon request.