

## SKILLS

### Design

Visual Design  
Interaction Design  
Wireframing  
Prototyping  
3D Modelling

### Tools

Figma  
Sketch  
Illustrator  
Photoshop  
After Effects  
Premiere Pro  
InDesign  
Unity  
Autodesk Maya  
HTML/CSS

### Research

Usability Testing  
Storyboarding  
Personas  
Journey Mapping  
Competitive Analysis  
User Testing

## EDUCATION

### Interactive Design & Development

George Brown College  
Toronto, ON  
2016 - 2019

### Biology

Ryerson University  
Toronto, ON  
2013 - 2016

## RELEVANT EXPERIENCE

### Omnichannel Graphic Designer | Kids Help Phone

Charitable organization that provides 24/7 e-mental services for youth across Canada

Toronto, ON | October 2021 - May 2022

- Supported in the creation and execution of editorial content, email, donor documents, social media assets, and youth-targeted marketing assets (such as signage, OOH, and direct mail) that lead to increased visits to the website
- Managed the creation and distribution of marketing materials, including posters and wallet cards, reducing time to market by more than 20%
- Led multiple projects from start to end, including graphic creation and image manipulation
- Built and maintained a library of video, digital and print assets to expand the representation of diverse lifestyles and activities

### Graphic Designer | The Business Exchange

Business services that specialize in lead generation for franchise and business opportunities

Richmond Hill, ON | February 2020 - March 2020

- Created and executed various content under deadline pressure for monthly Business Exchange and Commercial Exchange magazine, which contains 200+ content combined
- Assisted in proofreading content for monthly publication and preparing final artwork for print
- Managed and prioritized multiple projects within graphic design specifications to meet deadlines, increasing production
- Regularly communicated with clients to guarantee satisfaction, ensuring consensus on design and layout, providing revisions when necessary

### Digital Support Intern | Umapped Inc.

A collaborative itinerary experience platform for the travel industry

Toronto, ON | June 2017 - September 2017

- Collaborated with engineers and product managers to collect and evaluate user-experience/user-interface problems to ensure all updates were successfully executed
- Performed regression tests and related design testing to identify design and performance errors resulting in a shorter duration between updates
- Created sample advertisements and designed materials for presentation to clients

### Additional Projects

Projects done for freelance and school

- Produced a UX integration program plan for a digital experience to analyze whether all human factors were considered
- Created and designed an interactive teaching lesson using EKO Studio with an interactive quiz
- Produced digital and print advertising for consumer products, including 2D and 3D drawings

## WORK EXPERIENCE

### Sale Associate & Boxer | ShopandBox

Peer-to-peer personal shopping service

Toronto, ON | October 2015 - October 2018

### Receptionist & Cashier | Nice One Nails

Oshawa, ON | March 2013 - December 2014 & October 2015 - 2020