



QUALIFICATIONS + TECHNICAL PROFICIENCIES

- 10+ years professional experience in graphic design and art direction
- Expertise in Adobe Creative Suite (InDesign, Photoshop and Illustrator) and Canva
- Expertise in Microsoft Office (Powerpoint, Word and Outlook)
- Experience using Samepage, Clickup, Airtable, Kanban, Trello, Asana, and Ravetree for project and content management
- Experience in Wordpress and Wix website management and design
- Basic understanding of and experience using HTML and CSS
- Experience creating mail-merger newsletters, mailers, and branded social media content
- Experience storyboarding for video, animation and UX flow
- Graphic illustration, simple video editing and motion graphics experience
- Strong background in strategic branding, editorial design, print production and pre-press production

PROFESSIONAL EXPERIENCE

Art Director (Freelance)

McKnight Inclusive Design — Toronto, ON
February 2020 – Current

I specialize in and implement AODA and inclusive graphic design standards for a variety of clients. Some of my work has included branding and branded assets, mail-merger newsletters, social media content, editorial projects, and packaging design.

Art Director (Freelance)

Peeps Digital Magazine — Toronto, ON
July 2019 – February 2020

I continued to develop the brand guidelines and manage the Wordpress website while creating social media content, mailers, and editorial designs for this award-winning digital magazine.

Art Director

Golden Brick Road Publishing House — Toronto, ON
December 2018 – July 2019

I rebranded and developed the brand standards for this award-winning publishing company. Some of my other work included the layout and cover design of multiple award-winning books in the genres of self-empowerment and science-fiction. Additionally, I was responsible for our social media content and promotional work such as posters, flyers, bookmarks, and postcards.

Senior Graphic Designer

Loblaws — Brampton, ON
February 2018 – October 2018

I was the lead creative for the President's Choice and PC Optimum brands. Specifically I art directed and produced the assets for the Eat Together website, retail signage, promotional public-facing employee shirts, and our weekly social media content. Some of my responsibilities included storyboarding, video editing, and simple animations.

Graphic Designer (Freelance)

Media Planet — Toronto, ON
November 2017 – February 2018

I designed multiple editorial campaigns and layouts for publications such as Toronto Star, Financial Post, and Chatelaine.

Graphic Designer

Traffik — Toronto, ON
October 2016 – October 2017

I worked on the Merck and Millipore Sigma pharmaceutical rebrand account producing printed assets such as white papers, brochures, posters, flyers, and data sheets. I was responsible for the pre-flight quality assurance of each document for our entire team.

Graphic Designer (Freelance)

AWID — Toronto, ON
April 2014 – October 2016

I produced a variety of branded assets including business cards, infographics, editorial layouts, published papers, and social media content in English, French, Portuguese and Spanish.



ABOUT

I am a senior graphic designer and art director living in Toronto, ON. I graduated with a BDes in Visual Communications Design from Alberta University of the Arts in 2012 in Calgary, AB. Later that year I made the move to Toronto to pursue my MDes at York University and begin my career. I specialize in branding, editorial, print, and digital design with a focus on inclusion and social justice. I'm passionate about the intersections between visual communications, inclusion, and accessibility.

I have worked on some large brands such as Merck, Millipore Sigma, President's Choice, PC Optimum, and have had my work published in Toronto Star, Financial Post, and Chatelaine. I have also worked for an award-winning digital magazine and an award-winning boutique publishing house. Some of my own freelance clients have been in the areas of harm reduction, the LGBTQ community, mental health, the disability community, and homelessness.

I am a leader and enthusiastic team-player thriving on collaboration. I have a strong sense of urgency, time management, and am extremely detailed-oriented. I work well independently and with a team.

In my free time I am a writer, artist, professional fire performer, and circus instructor.

EDUCATION

MDes

York University — Toronto, ON | Attended September 2012 – April 2014

BDes

Alberta University of the Arts — Calgary, AB | Graduated April 2012

AWARDS + RECOGNITION

Liberal Studies Ethics Awards

Alberta University of the Arts — Calgary, AB | March 2012

Educational Travel Scholarship

Alberta University of the Arts — Calgary, AB | March 2012

Ad Rodeo Endowment

Alberta University of the Arts — Calgary, AB | March 2011

Jason Lang Scholarship

Alberta University of the Arts — Calgary, AB | March 2008

TEACHING + WORKSHOP FACILITATION

Guest Lecturer for Communication Design II

OCAD University — Toronto, ON | February 2015

Workshop Facilitator for Experiential Research Methods

York University — Toronto, ON | September 2012

CONFERENCE + PANEL PARTICIPATION

Panelist at Women's Poster Project Panel

OISE (University of Toronto) — Toronto, ON | March 2016

Lecturer + Panelist at Under Western Skies 3

Mount Royal University — Calgary, AB | September 2014

Lecturer at Encoding + Decoding Symposium

University of Alberta — Edmonton, AB | May 2013

EXHIBITIONS

Loud Mouth (Group Exhibition)

Hot One Inch Action, Sit Gallery — Calgary, AB | May 2012

Gender Type (Solo Exhibition)

Marion Nicoll Gallery — Calgary, AB | March 2012