

/ Experience

Avafina

Senior Graphic Designer

JUN 2023 - PRESENT

Responsible for the development and evolution of Avafina's brand identity, with a primary focus on redesigning the new line of vegan cheese spreads. Key responsibilities include updating and creating various print materials, including sleeves, labels, tradeshow booth designs, flyers, and sell sheets, aimed at enhancing the company's marketing efforts and product presentation.

Uptempo

Senior Visual Designer

AUG 2021 - SEP 2022

Uptempo's in-house designer responsible for evolving the company's visual brand and solidifying a visual identity that the entire company can get behind, going beyond just colours and fonts. Designing assets within demand campaigns including PowerPoint decks, web pages, eBooks, trade show graphics, email templates, webinar content, and much more. Providing feedback and direction to external vendors such as freelance designers, videographers, photographers, and web developers.

Wishpond

Creative Manager

NOV 2018 - AUG 2021

Lead graphic designer for Wishpond. Involved in management and hiring of new talent for the design department. Making sure the team operates smoothly in conjunction with other teams and departments. Organizing learning opportunities and career growth of direct reports.

Graphic and Web Designer

JUN 2014 - NOV 2018

Primary designer for Wishpond's client campaigns working with over 900+ different companies and brands large and small. Client campaigns includes Landing Page and Contest design, Web-based Advertising, and Email Campaigns. Some companies include Cadillac Fairview, CBSi, Canadian Pacific, Haier, London Drugs, Lids, Vancouver Canucks, Yelp Foundation, and Fremont Bank. Trained other talented designers in HTML/CSS. Responsible for updating and maintaining Wishpond's visual identity.

Green Image Tech

In-House Graphic Designer

FEB 2014 - JUN 2014

Created new print marketing material for Green Image Tech. Updated and maintained brand website. Maintained brand identity across web and print mediums. Managed and updated product spec sheets.

/ Education

Simon Fraser University

BA, School of Interactive Arts & Tech (Design Concentration)

Design concentration in the program focused on User Experience (UX) and User Interface (UI) design. Supplemented classes with publishing courses with focus on print design.

/ Proficiencies

Web & Graphic Design

- Adobe Creative Cloud with specialization in Photoshop and Illustrator.
- A love for inspiring graphic design that is contemporary, usable, accessible, and beautiful.
- Up to date on modern graphic design trends and concepts.
- HTML and CSS and some familiarity with jQuery and Javascript.

UX, UI, Information Architecture

- Familiar with UX/UI best practices.
- Familiar with a variety of user testing practices including A/B testing, paper prototyping, and rapid prototyping.

Management & Teamwork

- Managed a team of senior/intermediate designers + freelance designers with their own small teams.
- Trained new designers in software as well as HTML/CSS.
- Resolves team disputes and inter-team problems.
- Manages design team workload
- Hiring and Interviewing new design candidates.

/ Interests

- Formula 1 Enthusiast (go Daniel Ricciardo).
- Vinyl collector of mostly Hall & Oates.
- Appreciator of west coast jazz.
- Fancy cocktail drinker.
- Artisanal ice cream maker.