

## PROFILE

A team-player and passionate graphic designer seeking an opportunity to design, create & execute projects that meet clients needs and drive results.

## EXPERIENCE

### WOODSTOCK HOSPITAL // GRAPHIC DESIGNER (Fixed-Term Internship)

WOODSTOCK, ON // MARCH 2023 - JUNE 2023

- Collaborated with the Communications Officer to conceptualize, design and implement internal communications projects.
- Expanded on existing logo usage guides and developed a brand guide.
- Noteworthy Projects:
  - 11.5' x 9.5' vinyl mural in the Woodstock Rehabilitation Clinic.
    - » As the lead designer, I collaborated with WRC stakeholders and local suppliers to bring this project from concept to completion.
  - 28 Lamppost banners for the hospital's Diversity and Inclusion Initiative.
    - » Collaborated with Woodstock Hospital's Diversity and Inclusion committee to bring their "welcome" campaign to life.

### SELF EMPLOYED // FREELANCE GRAPHIC DESIGNER

ST. CLEMENTS, ON // JANUARY 2017 - PRESENT

- Working with startups across various sectors to develop their brand strategy and visual identity.
- Managing client relations to ensure deliverables exceed expectations.
- Conducting market analysis and in-depth research of clients' target audiences to establish design direction.
- Developing and executing multi-media promotional campaigns.
- Conducting UX research to design accessible, user-centric websites.

### INFORMATION NETWORK SYSTEMS // ACCOUNT MANAGER

WATERLOO, ON // APRIL 2019 - JULY 2020

- Developed proposals and effectively communicated cost-effective solutions for current and potential clients.
- Increased sales team productivity by implementing a more efficient client management system for my designated accounts (Guelph, ON).

### PINESTONE CONSTRUCTION // FRAMER

MAPLETON, ON // OCTOBER 2017 - MARCH 2019

- Delivered quality craftsmanship in accordance with site plans.
- Collaborated with the team and clients to ensure projects were executed effectively and efficiently.

### LYNDON'S LANDSCAPING // LANDSCAPER

ELMIRA, ON // MARCH 2016 - NOVEMBER 2016

- Installed quality stonework according to design plans and client specifications.
- Liaised and effectively communicated with clients in a professional and courteous manner to ensure expectations were met.

## SOFTWARE

macOS

Adobe Creative Suite

Illustrator

Photoshop

After Effects

Dreamweaver

XD

InDesign

Lightroom

Figma

Affinity Creative Suite

Google Workspace

Microsoft Office

## SOFT SKILLS

Insight and Creativity

Ownership and Execution

Communication

Collaboration and Teamwork

Self-starter

## EDUCATION

CONESTOGA COLLEGE // 2020-2024(EDC)

GRAPHIC DESIGN (ADVANCED DIPLOMA)

- 3 year program, one course outstanding for graduation in 2024.

ST. DAVID C.S.S. // 2009-2013

ONTARIO SECONDARY SCHOOL DIPLOMA