

PROFILE

Graphic designer with 7+ years of freelance, in-house and agency experience producing strategic visual communications across digital, social, editorial, presentation, print and event channels. Experienced in production design, multi-channel adaptation, brand systems and collaborating with cross-functional teams to turn complex information into clear, engaging creative.

EXPERIENCE

THINK SHIFT INC. // GRAPHIC DESIGNER

WINNIPEG, MB (REMOTE) // JULY 2024 – JUNE 2026

- Produced B2B marketing assets across social, digital advertising, presentations, campaigns, trade shows and brand collateral.
- Adapted creative concepts across formats and channels while applying established brand systems, templates and guidelines.
- Collaborated remotely with account managers, strategists, copywriters, art directors and designers throughout creative development and production.
- Researched and trialled emerging production tools, including Abyssale, to explore more efficient HTML5 and static display-ad workflows.
- Managed concurrent projects through feedback rounds and final production while maintaining accuracy, consistency and quality.

SELF EMPLOYED // FREELANCE GRAPHIC DESIGNER

ST. CLEMENTS, ON // JANUARY 2017 – PRESENT

- Develop brand strategies, visual identities and multimedia marketing materials for startups across a range of sectors.
- Manage client relationships and projects from initial discovery through final execution.
- Conduct market, audience and UX research to inform creative direction and accessible, user-focused digital experiences.

WOODSTOCK HOSPITAL // GRAPHIC DESIGNER [Fixed-Term Internship]

WOODSTOCK, ON // MARCH 2023 – JUNE 2023

- Collaborated with the Communications Officer and internal stakeholders to design corporate communications and expand the hospital's brand guidelines.
- Led design and production of a large-scale rehabilitation clinic mural in collaboration with hospital stakeholders and local suppliers.
- Researched regional census data and coordinated third-party translations for a multilingual Diversity & Inclusion campaign.

INFORMATION NETWORK SYSTEMS // ACCOUNT MANAGER

WATERLOO, ON // APRIL 2019 – JULY 2020

- Developed proposals and communicated cost-effective solutions to current and prospective clients.
- Improved sales team productivity by implementing a more efficient client-management system for the Guelph account portfolio.

TOOLS

Adobe Creative Suite

Figma

PowerPoint

Abyssale

ChatGPT

Microsoft 365

Google Workspace

WordPress

CORE SKILLS

Production Design

Brand Systems

Digital and Social Content

Editorial and Information Design

Presentation Design

Multi-Channel Campaigns

UI/UX

Illustration

Photography

Project Coordination

EDUCATION

CONESTOGA COLLEGE // 2020 – 2024

GRAPHIC DESIGN [ADVANCED DIPLOMA]