

Awarded versatile designer with 4 years of experience, adept in producing outstanding design outcomes. Skilled in branding, print, packaging, digital design, web design, content creation, SEO and marketing strategies. Experienced team working environments, with robust collaborative, communication and problem-solving skills.

Graphic Designer, OceanMD • Jul 2021 - Present | Toronto

- Conducted workshops to identify design challenges, collaborated on typography and design charettes for type, website, branding, accessible colors, and logo design.
- Successfully rebranded OceanMD, preserving brand equity, spearheaded no-code website redesign, creating user-friendly website blocks, and led header development project, including sourcing and managing a skilled team of developers.
- Led the creation of modular templates for on-brand video thumbnails and print collateral, as well as the conceptualization and delivery of captivating motion graphics for conferences and promotional videos.

Art Director (Freelance), Rill Live • Jan 2021 - May 2022 | Toronto

- Led strategic branding, developing a comprehensive visual and verbal identity for a successful launch alongside print and digital assets.
- Formulated a full-fledged marketing strategy across multiple channels including social media, digital, print, TV, and billboard ads.
- Managed and mentored a creative team of 4-5 professionals, overseeing various design projects and providing resources for team growth and success.
- Engaged with developers and CEO for problem-solving, feedback provision, strategic foresight, and conflict resolution, with talks for director-level growth in the company.

Graphic Designer, DoggyBathroom • Jun 2020 - Dec 2020 | Toronto

- Fueled a +200% growth in ecommerce website clicks and tripled social media engagement rates.
- Created a cohesive brand presentation by establishing robust brand guidelines, visual identity, product packaging, brochures, RFQ, and more.
- Strengthened website and eCommerce design, performance, and SEO optimization.
- Boosted social media growth through visual design, strategy, and campaigns.
- Led individual projects, hired other design talent, worked with suppliers, and printers, and produced supplier RFQs for packaging.

Design Skills

- Branding and Strategy
- Digital and Web Design
- Motion Graphics
- Print and Packaging
- Custom Typography
- Design Leadership

Technical Skills:

- SEO, Social Media Strategy
- WordPress, Elementor, Divi
- OxygenBuilder
- WebFlow, Shopify
- Figma, Adobe XD
- Adobe Creative Suite
- Asana, Slack, ClickUp
- Microsoft Suite
- Google Workspace
- Final Cut Pro
- Adobe Express
- Canva

Awards & Media

Student Employee
Excellence Award | OCAD U
March 2020 • Toronto

TorontoSun Thesis Feature
May 2021 • Toronto

CBC Radio Interview
May 2021 • Toronto

Education

Graphic Design (B.Des.)
May 2021 • Toronto • OCAD U

Visual Design Monitor, OCAD U • Oct 2019 - May 2020 | Toronto

- Spearheaded OCAD U International visual identity, consolidating three teams, and enhanced website organization for improved student support and accessibility.
- Optimized social media campaigns and strategies for expanded growth and reach; and delivered unique print and web design solutions.
- Achieved substantial growth in student satisfaction by developing a clear, comprehensive brand, directing students to appropriate support channels.
- Spread awareness through leading in-person creative and connected events, merging visual identity development and strategic branding to form a unified representation of diverse university students.
- Awarded Student Employee Excellence Award for outstanding design work.

Professional Development

- **Undergraduate Student Senate for Design**
Sep 2019 - Jun 2020 | Toronto | OCAD University

Elected as Student Senate for Design to represent programs in design faculty at OCAD University. Responsible for holding the student voice at the board, apropos academic strategic planning, academic resources, and/or matters pertaining to student affairs, academic or issues.

Continued Education

Leadership & Management Course | Upskillist
Oct 2022 • Remote

Introduction to Designing Artificial Intelligence (AI) Applications | OCAD U
Jul 2022 • Remote