



## *Relevant Experience*

### **MARKETING CREATIVE COORDINATOR** VANCOUVER SYMPHONY ORCHESTRA

*October 2023–Present*

- Designed over 100 ad campaigns for the 23/24 season, contributing to a 45% uplift in ticket revenue
- Conceptualises, storyboards, films and edits videos for social media with orchestra musicians, one of which saw the highest level of engagement on an organic post since account creation, with over 16,000 plays
- Manages competing intracompany priorities, while ensuring visual brand consistency is maintained as the sole designer
- Liaises with external sponsors to ensure assets are accurately represented within collaborative campaigns
- Demonstrates a keen eye for detail and composition when photographing concerts, with a strong ability to convey the energy and atmosphere of live performances.

### **FREELANCE GRAPHIC DESIGNER**

*April 2022–Present*

- VANCOUVER KIWANIS MUSIC FESTIVAL: Redesigned the festival website, program layout and delivery, facilitating the transition to a web-based program schedule
- STUDIO 58: Developed a visual identity to celebrate Studio 58's 58th anniversary through playful design and illustration
- LA MORENA SALSAS: Conceptualized, illustrated, and designed a logo and brand identity for an upcoming product and brand launch

### **PRODUCTION ASSISTANT** DISORDER MAGAZINE

*June 2022–April 2023*

- Supported production tasks while receiving mentorship in print media processes, enhancing skills in publication layout and workflows
- Collaborated with artists and musicians to design editorial spreads, promotional campaigns, logos, and merchandise
- Efficiently managed multiple ongoing projects with tight deadlines

### **SOCIAL MEDIA ASSISTANT** MEET ON MAIN HEAD OFFICE

*May 2021–March 2022*

- Grew and monitored the Instagram and Facebook accounts for Meet on Main, MeeT in Gastown, and MeeT in Yaletown
- Responded to customer queries in a kind and timely manner
- Increased follower engagement with interactive Instagram stories

### **RENTAL MANAGER** SUNDAYS BEST COSTUMES

*November 2019–March 2020*

- Developed and organized inventory system
- Liased with costume designers and production companies to pull relevant product for shoots

## *Education*

### **BACHELOR OF COMMUNICATION DESIGN**

EMILY CARR UNIVERSITY, 2023

- Engaged with the ethical and practical elements of the design practice
- Developed a deep understanding and appreciation of critical design thinking and research

### **COURSES: PHOTOGRAPHY 1 & 2**

BCIT, 2024

- Practiced and expanded professional photography and image retouching skills

## *Awards*

### **DDM MICROGRANT**

EMILY CARR UNIVERSITY, 2023

- Competitive funding for community engaging exhibition and identity design

## *Skills*

- Advanced in Adobe Suite (Illustrator, InDesign, Lightroom, Acrobat, Premiere & Photoshop), and Canva
- Intermediate photography and image editing
- Proficient in MS Office Suite
- Experienced with web hosting platforms
- Familiar with HTML and CSS
- Fluent in French

## *Strengths*

- Adaptive in dynamic environments
- Thrives in teamwork setting
- Art direction
- Passionate about colour, typography, and layout
- Rapid learning and application
- Cultivating personal relationships with clients