

Education

York University/Sheridan College
Bachelor of Design (Hons.)

Skills

Visual Design
Communication Design
Infographic Design
Editorial/Book Design
Production Design
Website Design
Motion Graphics
Graphic Design
Livestream Production
Sketching
Photography
Collaboration
User Research
User Testing
Prototyping
Wireframing
Photo Editing
Typography
Composition
Bookkeeping
Copywriting
Social Media Management
SEO
Marketing & Communications

Software

InDesign
Illustrator
Photoshop
Lightroom
Figma
Webflow
After Effects
Brackets
Microsoft Office
Google Suite
Canva
WiX
Squarespace
Mailchimp
HTML
OBS
Eventive

Work Experience

Graphic Designer | Executive Assistant — Ageless International Film Festival

September 2022 - Present

- Redesigned festival branding across all platforms to align with the goals, mission, and vision of the festival, being mindful of the audiences they would like to attract.
- Led creative environment and development of website overhaul and platform transfer, increasing SEO visibility, website content accessibility, content hierarchy and visual cohesion with brand.
- Co-designed new logo with feedback from board of directors to align with the organization's vision.
- Led design of annual festival overview presentation and sponsorship package.
- Assisted executive director with day-to-day administrative and operations tasks such as bookkeeping, programming, managing contacts and coordinating live events.
- Produced video content for the festival website - working alongside videographers, livestream technicians, and executive director to cut, edit, and launch new content.
- Led audience retention marketing strategies, creating engaging email content via Mailchimp to gain, retain and develop relations with festival audience through static and motion content.
- Managed all graphical assets on all platforms - Website, social media, YouTube, and print
- Maintained and update festival website with new festival related content, ensuring all information is correct, current and organized effectively.

Graphic Designer & Social Media Content Creator — Reelworld Screen Institute

August 2021 - August 2022

- Developed brand themes and visual design systems for the Reelworld Film Festival and other Reelworld industry programs for racialized talent in the Canadian screen industry.
- Led redesign of UI/UX of Reelworld's WiX website using Figma wireframes & prototypes, while considering input from all teams to ensure correct outward information about Reelworld's various initiatives, garnering 7000+ site sessions during the month of the 22nd Reelworld Film Festival.
- Designed social media content aligning with brand that improved social media engagement by 143%.
- Created graphical assets for use across various digital platforms within the Organization and to outside Media outlets — connecting to wider audiences, using Canva and Photoshop.
- Maintained and update festival website with new festival related content, ensuring all information is correct, current and organized effectively.
- Collaborated weekly with communications team on new marketing strategies to engage and grow our audience, ensuring all aspects of Reelworld were engaged with consistently.
- Designed CRM graphics to increase engagement in our bi-weekly newsletter to over 15,000 recipients.

Freelance UX/UI Designer/Intern — beehive design

May 2021 - August 2021

- Collaborated with creative director to develop UX/UI experiences for an e-commerce client and an art gallery web redesign proposal.
- Led development UI/UX for a proposed art gallery web experience that incorporated new brand identity and conceptual themes that aligned with physical context and history of the art gallery.
- Conducted market and UX/UI research of various art galleries and other interactive web experience to find pros/cons that could be incorporated or avoided in the proposed art gallery web experience.
- Explored low-fidelity and high-fidelity wireframes to outline user experiences and user flows for an e-commerce site, highlighting key pain points for redevelopment in later stages of the design process.
- Designed a visual prototypes in Figma and videos mock-ups in After Effects for both web projects expressing user flows, web animations, and conceptual themes to present to clients for critique and feedback.

Graphic Designer (Contract) — AMS Healthcare

January 2023 - Present

- Designed engaging social media graphics that aligned with the organization's brand to grow engagement and audience.
- Produced motion graphics on After Effects to test new forms of content and create variety for AMS' social channels.
- Conducted research on social media trends in the medical/academic field to better understand the market.
- Worked alongside social media manager to ensure marketing campaign goals and objectives are met within graphics.

Freelance Web/Graphic Designer

December 2021 - Present

- Led design of portfolio website for a client, who works as a writer, director, and producer.
- Developed a visual system and user experience that aligned with client's personable and narrative approach to film & TV, through choices in typography, layout, and visual cues.
- Engaged with client during design process to incorporate their needs and wants in the final web design, ensuring client satisfaction.
- Led design of brand of tech start-up for digital purposes based on client needs and market research (Kickstarter, Web, Video).

Relevant Experience

UX/UI Designer & Researcher — MediPal

Sept. 2020 — Dec. 2020

- Developed an intuitive user experience in Figma for elderly users and other projected users utilizing research findings from user interviews, user-testing, competitive analyses, and secondary research regarding medicine/accessibility/organization methods.
- Collaborated with team members to delegate various tasks throughout the four phase development of the app in research, wireframing, prototyping testing, branding, and notation.
- Conducted user testing sessions and user interviews via Zoom as an interviewer and notekeeper, to identify pain points in UI/UX of the prototype and current methods of medicine management for use in later revisions in the design process.
- Worked mainly Medicine Database feature for app.