

## Career Aspirations

- Work and collaborate with a team to help make positive impacts on people's lives
  - Help solve challenges for people and businesses using creativity and strategy
  - Utilize/expand my skills while pushing the limits of graphic design and creativity
  - To continually learn and grow both personally and professionally
  - Work where my skills/experience are appreciated and can make an impact and difference
  - Help inspire others to grow to their full potential and reach beyond their goals
  - To have fun, and build great relationships and memories while I'm at it
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## Work Experience

### Senior Graphic Designer

Ross Video Ltd. — *March 2022 - Current Full-time*

- Provide graphic design, and assist in art direction for Ross Video and +100 products
- Provide project management for all graphic design requests
- Liaise with directors, managers, technical staff, agencies and more
- Worked with Bruce Mau Design to create the Ross Video Rebrand & all supporting assets
- Designed the booth graphics for Ross Video's tradeshow booths
- Developed the Creative Department's file management and organization system

### Graphic Designer

Idea Design + Media Inc. — *May 2021 - November 2021 (Contract)*

- Worked with a team designing brands, UX/UI, websites, signage, exhibits, and more
- Redesigned Bruce County's Online Special Needs Intake Management System
- Designed the brand guidelines for the Township of South Frontenac
- Created the selected brand concept, logo and website for KJAMES Construction
- Created the selected brand concept, logo and website for Bourne Global Enterprises
- Designed way-finding signage for Limestone District School Board

### Lead Graphic Designer

Grafoid Inc. and Subsidiaries — *October 2015 - October 2020*

- Lead creative direction, graphic design, messaging, web design/development for over 20 subsidiaries across a wide variety of industries, including research and development, automotive, cosmetics, energy storage, hospitality and tourism, manufacturing, commercial real estate, international education, non-profit organizations and more
- Photo and video shoots/edits for corporate events, products, real estate and more
- Designed and developed websites using Adobe XD, Shopify, Wordpress and more

### Special Events and New Product Development Creative Coordinator

St. Lawrence Parks Commission (SLPC) Pumkinferno™ — *March 2012 - September 2015*

- Lead the event creative direction, development, production, set-up, budgeting, and more
- Empowered and coordinated a team of up to 25 staff.
- Reduced event set-up and disassembly time by over 50%
- Made the approved funding proposal for event growth and production facility expansion
- Co-operated an in-house print shop for the SLPC and various other business units

### Graphic Designer

The Kingston Frontenacs — *December 2012 - August 2013 (Contract)*

- Designed all promotional and sponsorship collateral for the season
- Created the exterior and interior graphics for the Frontenacs' Reebok Store
- Designed custom jerseys, apparel, merchandise items, colouring book and more
- Storyboarded and created custom jumbo-tron videos, animations, illustrations, and more
- Provided photography and video to be used in advertisements

## Volunteer Experience

### Logo Design Donation

Kingston School of Dance, 2022

### Co-Chair of the Board of Directors, HR Chair

Modern Fuel Artist-Run Centre, 2021-2022

### Making Money as an Artist Work Shop

Agnes Etherington Art Centre, Union Gallery, 2021

### Creative Careers Inspirational Speaker

Kingston Boys and Girls Club, 2016

### Indigenous Education Campaign Design

Catholic District School Board of Eastern Ontario, 2012

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## Education

### Continual Online Learning

The great powers of the Internet

### Graphic Design Program

St. Lawrence College, 2009-2012

### Advertising and Integrated Marketing

St. Lawrence College, 2008-2009

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## Professional Awards

### Logo Selected for Logo Lounge Book 13

Logo Lounge, 2021

### New Company of the Year, Pumkinferno™

Ottawa Tourism, 2014

### Best New Event in Ontario, Pumkinferno™

Festivals and Events Ontario, 2013

### Tourism Event of the Year, Pumkinferno™

Tourism Industry Association of Ontario, 2013

### Best Overall Ad Layout

St. Lawrence College GREG Awards, 2009

### Best Overall Ad Campaign

St. Lawrence College GREG Awards, 2009

### Best Photoshop Manipulation

St. Lawrence College GREG Awards, 2009

## Skills

### Hard Skills

- Branding and strategy
- UX and UI design
- Package design
- Web design and development
- Print shop operation
- Marketing and advertising
- Photos and videos
- Animation
- Writing and storyboarding
- Event production
- Project management
- Illustration and iconography
- Interactive exhibit design
- Public speaking
- Budgeting
- Team leadership
- Mentorship and training
- Client relations
- Painting and sculpting
- Music production

### Personal Traits

- Visionary and dedicated
- Eager to learn
- Open-minded
- Integrity
- Driven and self-motivated
- Adaptable
- Time-management
- Dependable
- Critical thinking
- Friendly and positive minded
- Team player
- Collaborative
- Conflict resolution
- Communication
- Organization
- Attention to detail

### Programs/Software

- Adobe Creative Suite
- Microsoft Office Suite
- iWork Suite
- Google Workspace
- Blender
- Logic Pro
- Asana
- Airtable
- Trello