

ABOUT

I graduated from

University of Waterloo,
Honours Bachelors of
Global Business and Digital
Arts. Double minor in Legal
Studies and Sociology.

My toolbox includes

Adobe CC
Sketch / InVision / Figma
HTML / CSS / Bootstrap
Processing (Java)
SQL
Procreate
Miro

Skills I have

Concept development
Prototyping
Interaction design
User experience design
Communication
Problem solving
Visual design
Usability & concept testing
Design systems
Leadership

I enjoy

Yoga
Crocheting
Travelling
Music

WORK EXPERIENCE

Creative Director

Imprint Publications. Jan 2019 - Current

- Co-ordinated the editorial team of 10 to produce weekly content suitable for print and social media. Designed and managed over 40 newspapers averaging 3,000 views a week.
- Implemented a new workflow system to easily engage with volunteers and work remotely while keeping consistent branding and quality.
- Directed all pre-production and production tasks including running Ed Board, Story List, and Post Mortem meetings.

Multimedia Designer & Communications Coordinator

University of Waterloo. May 2020 - August 2020

- High-fidelity wireframed and implemented over 30 webpages for the University of Waterloo's International department using Waterloo Content Management System (Drupal 7).
- Produced visual designs and UX solutions to promote events and website services. Presented projects to key stakeholders to showcase business requirements and design thinking.

Web Developer Assistant & UX Designer

Federation of Students. May 2019 - Aug 2019

- Wireframed and presented website designs for the promotion of upcoming services. Iterated with with user feedback.
- Monitored and completed incoming website update requests while maintaining Feds visual branding guidelines and considering compliance with Online Accessibility Standards.

COMMUNITY

Graphic Designer & Social Media Coordinator

Crafts 4 Charity. Sept 2018 - Current

- Generated various promotional assests for social media, website use, and print design to advertise upcoming workshops, events, and different charity causes.
- Managed social media channels and website to increase engagement for workshops and awareness of the brand.

Graphics & Website Developer

Impact Alliance. Jan 2020 - April 2020

- Redesigned the website using WordPress to better suit the club's current needs and attract more members.