

## SUMMARY

Creatively obsessed graphic designer with over 15 years experience designing for B2B, retail, agencies, and the Canadian Casino & Gaming industry. Highly organized and comfortable with meeting tight deadlines and heavy workloads. Skilled in branding, logo design, advertising, long form layout, UX design, digital imaging, typography and traditional art.

**Key skills include:** Adobe CC Suite | Illustration | Layout | Print Production | Video Editing | UI/UX design | Wordpress

**Soft skills include:** Innovative | Hand Illustrator | Outgoing | Works Independently | Time Management skills | Collaborative

**Additional Credentials:** Secret Security Clearance

## JOB EXPERIENCE

### RIDEAU CARLETON CASINO | Future Hard Rock International, Ottawa

Senior Graphic Designer, 07/2019-01/2020

Played a crucial role in creating design processes, solidifying the consistency of the brand across all departments and outside vendors, and gate-keeping all copy/visuals to ensure they follow all OLG™ and PlaySmart® regulations. Implemented time-saving templates and data merge files to enhance accuracy and increase productivity.

- Collaborating and brainstorming with the marketing and promotions team for a wide range of materials that include print direct and digital mail collateral, on-site signage, internal communication and marketing materials.
- Developing concepts and executing original content, determining ideal usage of colour, text, font style, imagery, and layout.
- Developing and executing off-site signage including stage banners, kiosk booths and exhibition banners.
- Designing and producing bilingual layouts for visual communication, including direct mail collateral, on property signage, email design, internal communication, mural wraps and marketing materials.
- Meeting time sensitive deadlines designing over 100 project tasks per month by utilizing time management and prioritizing job requests.
- Creating solutions to improve design workflow with the use of data merging, template creation, and creative libraries—significantly reducing production time for repetitive tasks.
- Overseeing all preflight press checks to ensure quality and accuracy on all print files before being sent to outsourced vendors.
- Clearly communicating with vendors and ensuring designs from outside agencies are accurate and meet brand standards.
- Adapting to last minute changes in prioritization or scheduling of items in the work queue.
- Attending marketing board meeting weekly to review upcoming promotions and brainstorming sessions for creative directions.
- Off property visits to sites where the brand is promoted such as the Canadian Tire Center.

### NOHYPE DIGITAL | Design & Marketing Agency, Ottawa

Senior Graphic Designer, 10/2018-04/2019

A pivotal role under an agency short term contract, creating and managing corporate branding, streamlining workflow and outlining all brand standards for employees to follow—ensuring consistency by utilizing excellent oral and written communication skills with the team.

- Spearheading the daily design workflow in a small but prolific start-up firm.
- Tracking project management software (Teamwork) and workflow process to ensure that timelines were on schedule.
- Composing the entire branding standard including logo/font usage, colors, images, and voice.
- Facilitating team meetings to collaborate on high-quality ad campaign projects with the purpose increase client revenue and meet timelines.
- Creating layouts and extensive image editing for written presentations and e-books using technical software such as InDesign and Illustrator.
- Building custom templates for G-Suite (Google docs, pages, slides), InDesign and PPT (PowerPoint) to increase workflow by 25%.
- Managing the digital marketing team to ensure visuals across all platforms were on brand.
- Developing custom icons and editing images for the website.
- Organizing and maintaining the library database of assets such as images, templates and client files using file management process.
- Crafting UX wireframes in Adobe XD for multiple clients as well as the company sub-brand NoHype Masters, then directing the development team regarding hex codes, images, favicon, icons and functions.

## PROSAR INBOUND | Design & Marketing Agency, Ottawa

Senior Graphic Designer, 06/2004-10/2018

Acquired a role as a Junior Designer in 06/2004-08/2006 and was instrumental in providing clients, as well as the team, with fresh and creative ideas, provoking designs and custom illustrative work. Took part on a wide range of projects and media using various computer software. 2007-2015 as a [per project] freelance designer until returning as a Senior designer in 01/2018 to help alleviate workloads by using excellent time management skills and meeting short timelines to boost productivity by 15%.

- Designing eye-catching whitepaper InDesign templates for subscriber downloads which assisted in the SEO score, generated leads and gained new clients.
- Managing multiple identity designs such as logos, brochures, flyers, kit folders, and other visual communication pieces.
- Auditing the PROSAR website with the development team and redesigning it with the goal to not only better reflect the brand identity, but to also communicate the services in a simplified manner..
- Crafting website wireframe designs for small and large businesses such as **Ottawa Employment Hub** and **Browns Cleaners** with updated branding, creating visually appealing sites that were easy to navigate, responsive, and adhered to Corporate and government standards.
- Creating custom illustrations and animations using design software such as Illustrator and Photoshop.
- Producing extensive social media visual ads and video for clientele.

## FARM BOY INC. | Retail, Ottawa

Senior Graphic Designer, 10/2015-01/2018

Managing and mentoring a team of 5 inspiring and talented designers, overseeing everything from department branding, corporate brand management, layout, imaging, digital content, and time management.

- Instrumental in spearheading the entire re-brand of the Meat Department including new department logo, typography treatments, signage, price tags, meat labels, meat case dividers, colors, and textures. Starting with the Rideau Centre in Ottawa, this design had to maintain brand standards yet remain flexible enough to be implemented in all other stores across Ontario
- Leading the creative team on the execution of extensive brand campaigns such as the holiday family meals, Fresh Start campaign and BBQ campaign based on the strategic direction from the marketing manager.
- Extensive photo editing for creating product collages, package mock-ups and advertisements using software such as Photoshop.
- Creating and editing of social media images and videos.
- Implementing layout templates for print and web campaigns utilizing data merge templates which became instrumental to time management and cutting down production time.
- Managing a wide range of collateral within tight timelines such as vendor designs, new product signs, company e-books, shelf strip designs, and e-newsletter graphics.
- Website updates using Wordpress, Dreamweaver, CSS, and HTML.
- Corresponding with corporate to develop presentation templates.

## DISTRIBUMARK | Design & Marketing Agency, Ottawa

Senior Graphic Designer, 07/2011-09/2015

Instrumental in a 40% client gain by implementing social media strategies, online order forms, weekly e-newsletters, and sales campaigns.

- Conceptualizing and overseeing all marketing strategy and design concepts within the company and the clients.
- Working on social media posts, e-newsletters, and updating website content.
- Consulting with clients and vendors on their design needs and goals.
- Design and prepress for print collateral, such as direct mailers, auto vinyl, signage, booklets, and specialty print formats.
- Managing active projects and guide external freelancers to meet the design brief expectations as well as meeting deadlines.

## ADDED EXPERIENCE

Green Melon: Agency Contract | FBC Publishing: Layout Designer | Groupe Dynamite: Manager | Non-profit Volunteer: Walk of Hope, Shilo Riding Club

## EDUCATION

### THE INTERNATIONAL ACADEMY OF DESIGN AND TECHNOLOGY, Ottawa

Associate Degree, 06/2003, Ottawa ON

The study of all graphic design aspects including typography, color theory, advertising design, branding, Illustration, package design, exhibition design, web design, photography, print production, and marketing.

Upheld a GPA of 3.5+ | Achieved the Dean's List | Favorite area of study: Layout design and illustration