

## PROFILE

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A design professional with over 15 years of cross-sector experience. Passionate about UX design, and applying my creative background to create high fidelity visuals, layouts, and improve user engagement. Additionally, I possess a working style that exemplifies determination, resourcefulness, and enthusiasm.

## EDUCATION

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**UX Design Bootcamp** - Interaction Design Foundation

- Developed Architecture, Wireframes, and Prototyping for concept projects

**User Experience Design Certificate** - Brainstation

- Immersive course in User research and design, Information Architecture, Wireframes, and Prototyping
- Gained hands-on experience usability testing, developing personas, and defining problems/solutions
- Used industry standard design tools like InVision and Figma/Sketch to assemble clickable wireframes and prototypes

**Business and Marketing Writing** - Conestoga College - Kitchener, ON

**Certificate, Flash for Designers** - Conestoga College - Kitchener, ON

**Bachelor of Applied Arts, New Media** - Ryerson Polytechnic University - Toronto, ON

- Skilled in Digital Graphics, Photography & Video Production

**French Immersion Bursary Program** - Université du Québec à Trois-Rivières

## EXPERIENCE

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**Visual Designer / Grantley Creese Consulting / Kitchener, ON**

**02/2019 – Present**

- **Created** brand identities and enhanced print, digital, and web content for numerous clients; including creating logos, imagery, brochures, wireframes, prototypes, websites, infographics, and copywriting utilizing *Adobe Photoshop, Illustrator, InDesign, XD, Figma, Axure, G-Suite, Microsoft Powerpoint, Canva, HTML5 and CSS3*
- **Implemented** UX and UI best practices on all web design projects - *Figma, Wordpress*

**Digital Marketing Specialist / Nova Ventures Group / Waterloo, ON**

**02/2022 – Present**

- **Developed, created, edited, scheduled and published** content adhering to SEO best practices for websites, emails, social media using *Wordpress, Canva, Constant Contact and SEMRUSH*
- **Effectively managed eight B2B subsidiary companies** planning out the strategy and developing the concepts for their quarterly social media calendars
- **Generated monthly Google Analytics reports and LinkedIn dashboards** gaining key insights for major metrics such as web traffic, page efficiencies, and goal tracking
- **Worked** with the Web Development team to establish the look and feel and applied UX best practices on client web projects using *XD, Wordpress*

## Marketing Design Specialist / 401 AutoRV Group / Cambridge, ON

04/2021 – 02/2022

- **Managed web content, copy changes** and product information for all 401 B2C franchise sites (401, Campmart, Kia, VW, Mitsubishi, Yamaha) while considering web best practices - utilizing *Adobe Photoshop, Illustrator, InDesign, XD, Figma, G-Suite, Microsoft Office, Canva, HTML5 and CSS3*
- **Created, edited, and published** social media posts to build user engagement for the Campmart brand (Facebook, Instagram) - utilizing *Adobe Photoshop, Illustrator, Canva and Hootsuite*
- **Managed communications from Executive Leadership and HR**, including weekly internal newsletters and HR communications and customer-related content (created imagery, wrote and edited copy - utilizing *Adobe Photoshop, Canva, and Mailchimp*)
- **Brainstormed, developed concepts, and led creative** for numerous internal/external projects and mentored/supported new team members

## Marketing Design Specialist - Erwin Hymer Group North America - Kitchener, ON

09/2015 – 02/2019

- **Led projects** to introduce new brands into unique market segments, including branding identity and design guide creation; marketing campaigns, from design to delivery, for print, video, and online content
- **Used user data** to design engaging creative for print and online, and elevate brand awareness and the customer experience
- **Managed WordPress website** including page content, copy changes, and product information while considering web best practices
- **Worked** with Development team to prototype, design and launch the 'Dealer Locator' feature online
- **Built strong relationships with key stakeholders** to ensure a collaborative environment when planning and implementing initiatives
- **Liaised with Digital Team** to ensure digital content was consistent with the overall marketing strategy
- **Effectively managed multiple projects**, prioritizing when needed and providing updates to the VP

## TOOLKIT

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### Design

Ideation and brainstorming with Miro  
Wireframes and mockups with Sketch, Figma, XD  
Graphics with Illustrator, Photoshop, InDesign  
Design collaboration with Figma  
Editing and copywriting web content using Wordpress  
Brand strategy and visual presentations

### Developmental Technologies

HTML and CSS using Brackets and Notepad ++  
Experience with Analytics, Usability, and SEO

### Prototyping

Rapid prototyping using InVision/Adobe XD

### Software

Photoshop  
Illustrator  
InDesign  
After Effects  
Sketch / Figma / XD  
Invision  
Wordpress

### Research

Interviews and Surveys with Mailchimp  
Customer Personas with Xtensio  
Usability Testing and Card Sorting using optimalworkshop.com

## MEMBERSHIPS

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uxWaterloo, Interaction Design Foundation, Design.local (UX volunteer group)