

PROFILE

Creative and user-focused Product Designer with 10 years of experience in digital design, specializing in human-centered design, UX/UI for web and mobile, and rapid prototyping. Proficient in Figma, design systems, and adaptive web/mobile experiences. Known for being collaborative, adaptable, and curious about emerging trends in user-centric design.

EDUCATION

UX Design Bootcamp - Interaction Design Foundation

- Developed Information Architecture, Wireframes, and Prototypes for concept projects

User Experience Design Certificate - Brainstation

- Immersive course in User research and design, Information Architecture, Wireframes, and Prototyping
- Gained hands-on experience in usability testing, developing personas, and defining user 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

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

Visual Designer / Grantley Creese Consulting / Kitchener, ON

02/2019 – Present

- **Designed** wireframes, mockups, and interactive prototypes in Figma for multiple clients using *Adobe XD, Figma, and HTML/CSS*
- **Collaborated** with stakeholders to translate business requirements into adaptive web and mobile designs
- **Applied** UX/UI best practices to optimize user experiences across web design projects
- **Delivered** brand identities and created web content, infographics, and writing copy text

Digital Marketing Specialist / Nova Ventures Group / Waterloo, ON

02/2022 – Present

- **Led** UX/UI improvements for web redesigns, ensuring seamless user journeys and responsive designs using *Adobe XD, Figma, and HTML/CSS*
- **Prototyped** interactive user flows and validated solutions through user feedback and analytics
- **Managed** digital content creation and SEO, improving engagement across 9 B2B brands
- **Collaborated** with cross-functional teams, presenting design solutions to stakeholders and iterating based on their feedback
- **Generated** monthly Google Analytics reports gaining key insights for major metrics such as web traffic, page efficiencies, and goals tracking

Marketing Design Specialist / 401 AutoRV Group / Cambridge, ON

04/2021 – 02/2022

- **Project lead** on innovative new projects and dynamic websites, integrating captivating blog narratives and visually engaging imagery utilizing *Adobe Photoshop, Illustrator, InDesign, XD, Figma, G-Suite, Microsoft Office, Canva, HTML5, and CSS3*
- **Seamlessly managed web content** and product data across a vast network of 401 B2C franchise sites (401, Campmart, Kia, VW, Mitsubishi, Yamaha) while implementing UX best practices
- **Built strong relationships** with media outlets to conceptualize and execute dynamic sales campaigns, including radio scripts, web ads, and point-of-sale graphics. Demonstrated prowess in creative ideation and project leadership
- **Brainstormed, developed concepts, and led creative** for numerous internal/external projects while mentoring and supporting team members in achieving their full potential

User Experience (UX) Designer / Puddleshaker / Kitchener, ON

05/2020 – 02/2021

Puddleshaker, formerly known as Design.local, is a dynamic platform that fosters collaboration among problem solvers and non-profit organizations, dedicated to addressing UX design challenges to make a positive impact in our local community.

- **Collaborated** with a multi-disciplinary team to evaluate and optimize the user experience for Colleague's platform using *Adobe Photoshop, Figma, G-Suite, HTML5, and CSS3*
- **Delivered** a comprehensive redesign strategy, including wireframes, high-fidelity mockups, and prototypes in Figma
- **Presented** recommendations and a phased launch plan to enhance usability and user engagement

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 utilizing *Adobe Photoshop, Illustrator, InDesign, XD, Microsoft Office, WordPress, HTML5, and CSS3*
- **Used user data** to design engaging creative online deliverables, to elevate brand awareness and enhance the customer experience
- **Collaborated**, designed, prototyped, and launched the new features
- **Built strong relationships with key stakeholders** to ensure a collaborative environment when planning and implementing initiatives

TOOLKIT

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
Rapid prototyping using InVision/Adobe XD

Developmental Technologies

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

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