



## PROFILE

### LEARNER

Enthusiastic towards acquiring new knowledge and skills that would broaden capabilities and can be applied to various projects, whether it be print or web.

### BRAINSTORMER

Avid thinker of multiple creative solutions as demonstrated by the breadth and depth of ideas. Narrows down to the best one that solves the problem holistically.

### COLLABORATOR

Works professionally and agreeably with individuals of other expertise to cultivate ideas, methods and best approaches to tackle a problem or project.

### CAREER OBJECTIVES

To eventually become a User Experience Designer where my analytical skills and proven design talents can be utilized fully.

## TECHNICAL PROFICIENCY

### PROFICIENT IN

- Adobe Photoshop
- Adobe Illustrator
- Adobe Indesign
- Adobe Dreamweaver
- Adobe Acrobat
- Microsoft Office

### KNOWLEDGEABLE IN

- HTML/CSS
- jQuery
- Wordpress
- Sketch
- InVision

## EDUCATION

### REDACADEMY

UX FOUNDATION PROGRAM

FALL OF 2016

- Created a working mobile app prototype using InVision
- Developed low and high-fidelity user interface layouts using POPapp and Sketch
- Determined information architectural layouts using personas, feature prioritization and user flow charts
- Conducted research, survey and interviews to cumulate user data

### YORK UNIVERSITY/SHERIDAN COLLEGE

BDES (HONS) BACHELORS OF DESIGN HONS (YSDN)

2009 - 2013

- Adobe Design Achievement Awards Semifinalist
- Earth Charter Poster Design Contest Winner

## WORK EXPERIENCE

### LABORIE

GRAPHIC DESIGNER

June 2014 - Present

- Assisted with the development of the new corporate website
- Managed and ensured corporate branding integrity throughout numerous digital and print advertising channels
- Provided support to executive management by preparing infographics and presentations for board and shareholder meetings
- Received recognition creating and post-processing product line photography

### DFRC

STUDENT GRAPHIC DESIGNER

May 2010 - April 2015

- Redesigned their old website using Wordpress

### INTERNATIONAL CLOTHIERS

JUNIOR GRAPHIC DESIGNER

August 2013 - June 2014

- Responsible for the design of the logo and apparel graphics to the new teenage girls' clothing line
- Created designs for apparel components including hang tags, woven labels, hangers and packaging accessories

### CONTINGENT WORKFORCE SOLUTIONS

FREELANCE WEB DESIGNER/WEB CONTENT MANAGER

July 2013 - Sept. 2013

- Modified an existing Wordpress theme for use on the new website by editing multiple CSS stylesheets
- Uploaded and managed 1000+ blog post content

### U2R1

DESIGN STUDENT INTERNSHIP

April 2012 - July 2012

- Debugged multiple websites for earlier browser compatibility (IE 9, 8 and 7)
- Designed branding guidelines documents (ADMIRE, EqualityTV)
- Created ADMIRE's cover sheet, letterhead and fax sheet
- Designed and coded ADMIRE's Facebook page
- Styled and refined CSS elements for multiple client websites
- Coded small scale websites and promo webpages