

EXPERIENCE

Freelance Web & Graphic Design, 2005- 2024

Created print & digital assets, including branding, websites & magazines for various clients, detailed selectively based on relevance below.

- Managed end-to-end coordination for client projects, ensuring timely delivery of digital & print assets.
- Designed and maintained websites using CMS platforms, including WordPress and Shopify, allowing for clients to focus on their respective businesses.
- Liaised with clients to create concise, engaging communication materials aligned with brand guidelines.
- Adapted to dynamic project demands, balancing multiple priorities under tight deadlines in both commercial and not-for-profit spaces.
- Delivered presentations and promotional content for workshops and campaigns, maintaining a high standard of professionalism.

Toronto Adult Cystic Fibrosis Center, web & graphic designer

- Completed the massive reorganization of this dense informational resource, resulting in increased ease of navigation and positive user experience.

North Toronto Hockey League, web design & online tool creation

- Modernized the website nthockey.ca with both a cleaner design based within client branding and with a restructured layout, leading to increased positive user experience.
- Designed and created a tool for parents new to hockey to determine their child's placement within the league, resulting in smoother onboarding of families.

Regional Municipality of Halton, graphic designer

- Created a series of unique print products for the purpose of community education on anti-smoking, including ideation and project management, on-site photography, copy editing, comic book development, and specialized note pads and brochures.

Urban Flower Farmer & Florist, 2021 – 2024

Queensdale Flowers, proprietor

- Seasonally designed and ran weekly market booth operations, managing logistics and inventory.
- Designed and maintained website and product availability online using WordPress and WooCommerce
- Grew quality cut flowers in an urban environment with regenerative agricultural practices, thereby reducing greenhouse gas emissions.
- Developed supply chains, managed budgets, processed inventory, and maintained records in compliance with operational guidelines.
- Created promotional materials for specific campaigns, including posters, social media content, and newsletters, leading to a 25% increase in sales for Mother's Day 2024.

Vintage Shop + Markets, 2012 – 2023

Odds and Mends, proprietor

- Sourced and curated collection of vintage housewares and furniture, managed inventory, as well as created merchandising displays
- Created and successfully ran the Annex Flea, a popular monthly pop-up market; curated and liaised with makers & vintage vendors
- Organized vendor contracts and managed relationships with stakeholders for pop-up markets.
- Created unique promotional materials for events, including posters and social media content.

SKILLS

Design

Branding • Corporate Identity
Logos • Business cards •
Brochures • Posters
Magazines • Trade Publications

Web

HTML / CSS
Some Javascript
CMS: Wordpress, Shopify
Sales: WooCommerce

Photography

Product • Lifestyle • Headshots
Retouching
AI Assisted Enhancement

Applications

Adobe Creative Suite
(Photoshop, Illustrator, InDesign)
Adobe Acrobat
Microsoft Office
(Excel, Outlook, Powerpoint
& Word)
Mac & PC Platforms

Soft Skills

Communication
Creativity
Adaptability
Emotional Intelligence

EDUCATION

Western University, 2001-05

Honours BA, Double Major:
English & 20th Century Culture

Ryerson University, Chang School, 2009-10

Graphic Communication

Ontario College of Art & Design, 2009-10

Web Design Certificate