

EXPERIENCE

2015 - 2017
(2 YEARS)

Freelance Designer

- Visual and UX design for web and mobile applications
- Advocate UX best practices
- Create wireframes, prototypes, user stories, information architecture
- Participate in, and present at client meetings
- Collaborate with stakeholders

2008 - 2015
(7 YEARS)

Lead Visual / UX Designer | MediaDoc Inc.

- Designed responsive user interfaces for web and mobile applications
- Researched and defined target audiences
- Created deliverables, such as personas, information architecture, user flows, user stories, wireframes, prototypes, and high-fidelity design concepts
- Managed and collaborated with the development team
- Managed clients by participating in client interviews, preparing creative briefs, providing project updates, and coordinating feedback for other stakeholders
- Designed and delivered print assets, such as business cards, brochures, annual reports, and infographics
- Researched new trends and technologies by reading blogs, tutorials, social media and online presentations

2005 - 2008
(3 YEARS)

Web Designer | Digital North Media Inc.

- Created digital assets, such as flash animations, graphic banners, and CD/DVD interfaces
- Created print assets, such as print ads, posters, and interactive PDF documents
- Transformed wireframes into functional websites
- Managed clients by providing project updates, responding to questions, and coordinating feedback
- Training clients on their content management systems

EDUCATION

2015

User Experience Design
Bitmaker Labs

- UX Design Principles
- Mobile Design
- Personas
- Wireframing
- Prototyping
- Microinteractions
- Onboarding

2015

User Experience Designer
Akendi

- UX Design Process
- Information Architecture
- GUI Design
- Visual Design
- Mobile User Experience

2009 - 2013

Advanced Digital Imaging & Design
Conestoga College

- Principles of Graphic Design
- Responsive Design
- Print Design
- Data Visualization
- Flash Animation

2004

Web Design
Conestoga College

- Design Principles
- Colour Theory
- Layout Design
- Graphic Design
- Adobe Creative Suite
- SEO