OBJECTIVE

To use my creative skills to ensure everyone has equal access to the information they need.
To learn from others and to share what I have learned.

SUMMARY

Hi! I am a friendly, multi-disciplinary experiential designer.

I have over 15 years of experience building strong brand presence ranging from digital platform to large interactive experiences. I offer leadership skills to build strong connections in order to maximize talent and build future leaders.

TECHNICAL SKILLS

| Fg | Ai | Ps | ID | 3D | EN | FR | 中文 |

UX   ADOBE CS + SKETCHUP   LANGUAGE
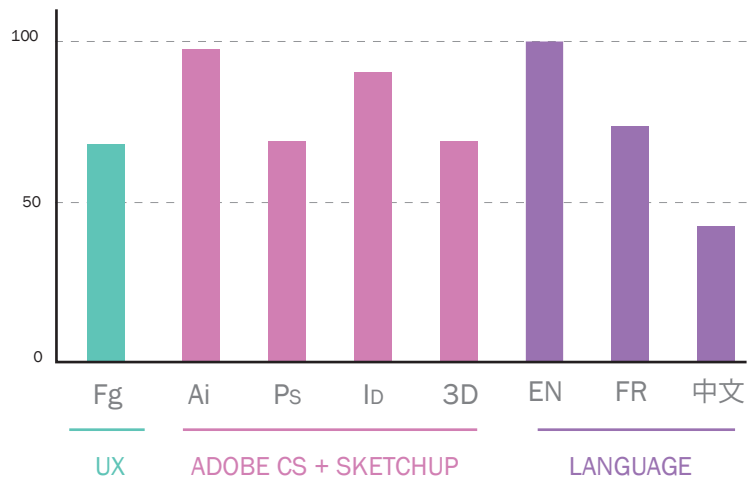
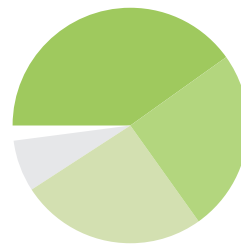## MY LIFE IN PIE CHARTS
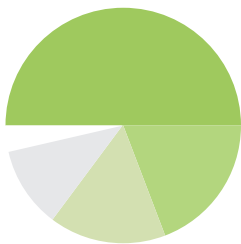
Eat
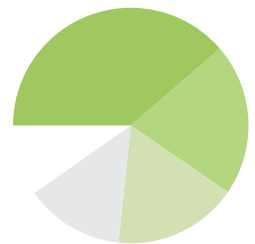- coffee
- spaghetti
- soup
- cake
- salad

Move
- bike
- yoga
- swim
- rest
- walk dog

Watch
- documentary
- reality
- comedy
- foreign
- action

Weekends
- family
- clean
- explore
- sleep
- netflix

"HOW DOES AN INDUSTRIAL DESIGN GRADUATE TURN INTO A UX DESIGNER?

Industrial design examines the interaction between individuals and products or services, it pinpoints instances of confusion or usability challenges. I apply this design thinking approach to address the challenges and provide clarity for the end user.
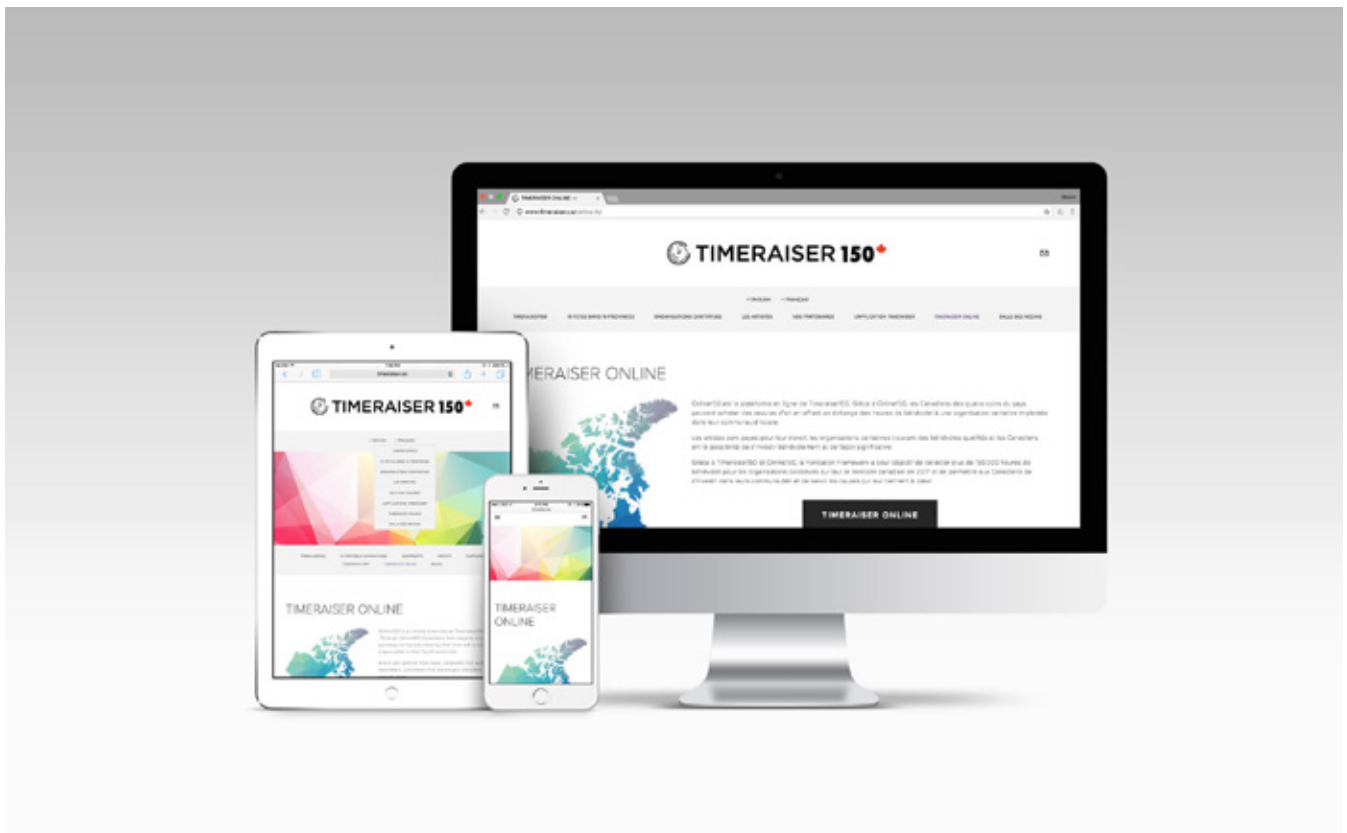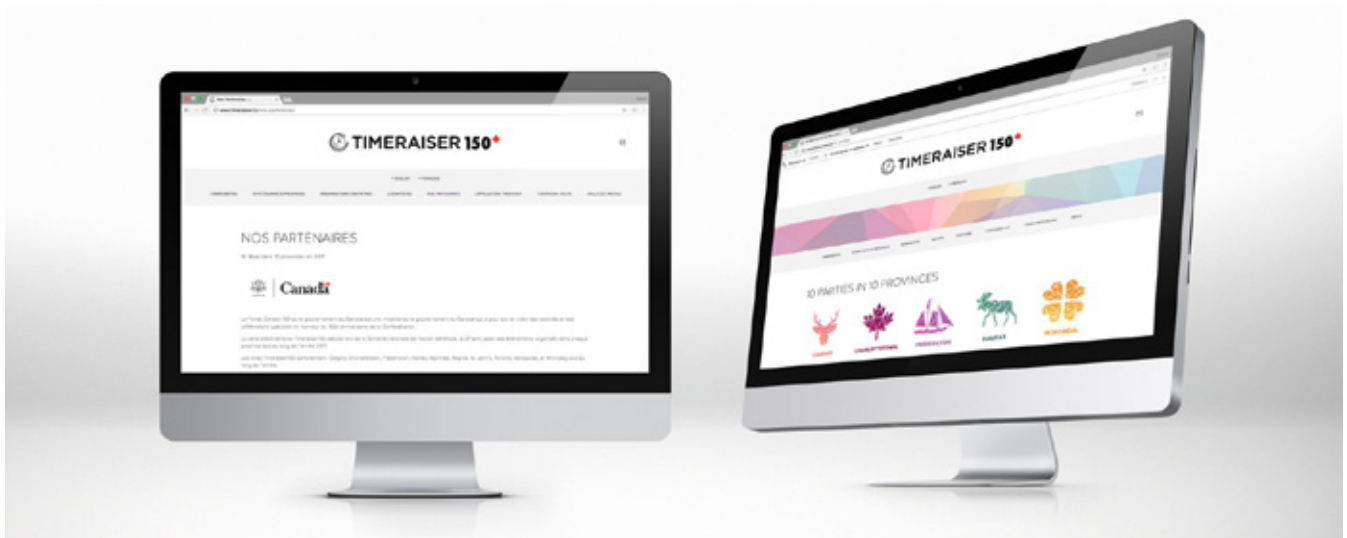
WEBSITE

Client:
Timeraiser

*Design and develop a bilingual website
compatible with desktop, mobile and tablet.*

Deliverables:
Bilingual website
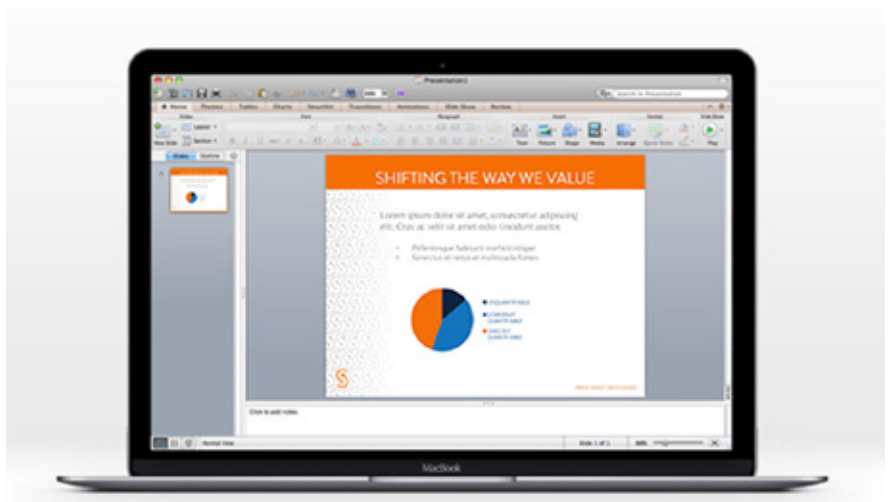
Programs:
Squarespace platform

BRAND DEVELOPMENT

Client:
Sametrica

Develop visual brand, strategy and assets for a SaaS product company

Deliverables:
Logo, colour palette, brand guideline, desktop publishing guideline, corprate stationary, Powerpoint template

Programs:
Adobe Creative Suite, Microsoft Suite

CORPORATE BRANDING

Client:
Various

Design corporate assets to strengthen the corporate brand voice.

Deliverables:
Newsletters, pamphlets, reports, event logos, website, business cards, etc

Programs:
Adobe Creative Suite

CAMPAIGN BRANDING

Client:
Rideau Hall Foundation

Design and develop bilingual brand
collateral for launch event.

Deliverables:
Bilingual logos, banners, postcard, website mockup

Programs:
Adobe Creative Suite

UX DESIGN - STUDENT PROJECT

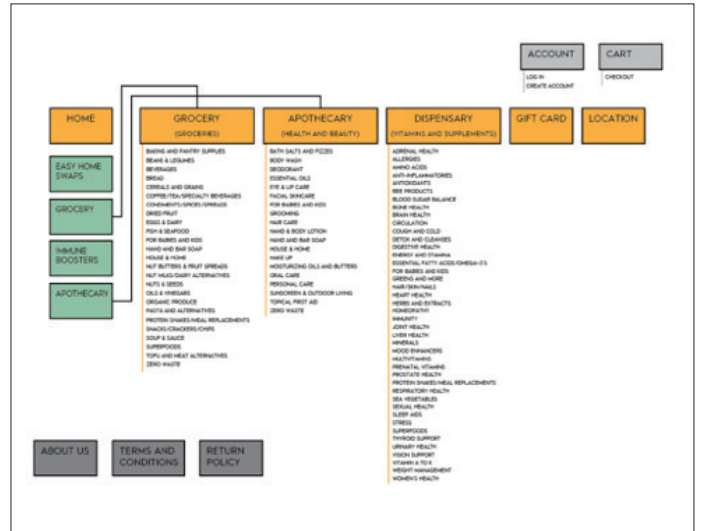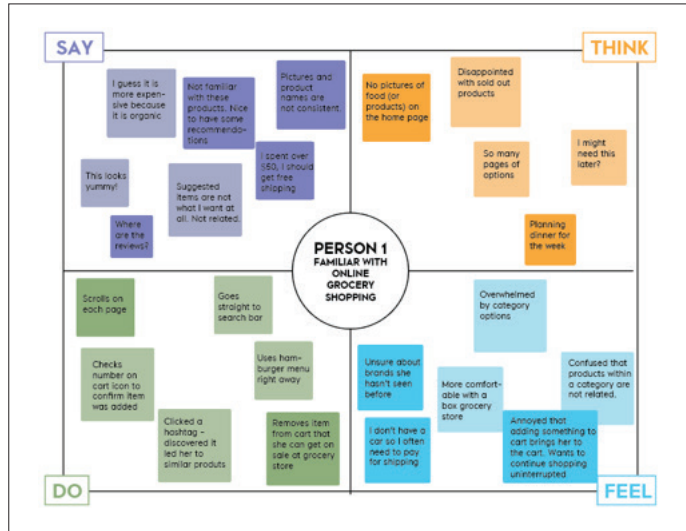**Client:**
Essence of Life Organics

Research and audit existing online grocery store to improve the checkout flow and increase sales

Deliverables:
Research insights, redeveloped ecommerce website

Programs:
InDesign, Zoom, Miro, InVision
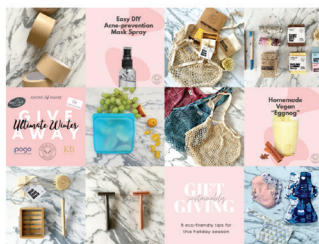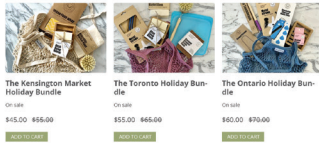
Interactive prototype
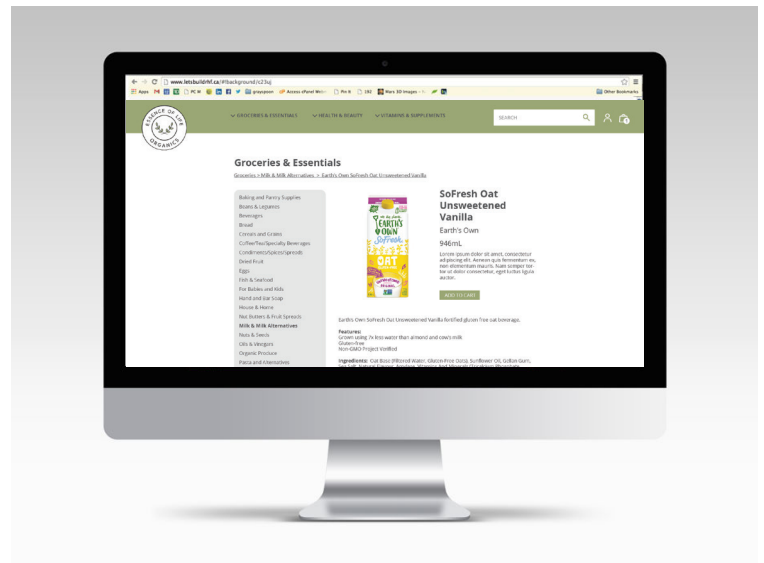grace217510.invisionapp.com/console/share/5J1XY6AP9P/497012842

BRAND ACTIVATION

Client:
Sinai Health Foundation

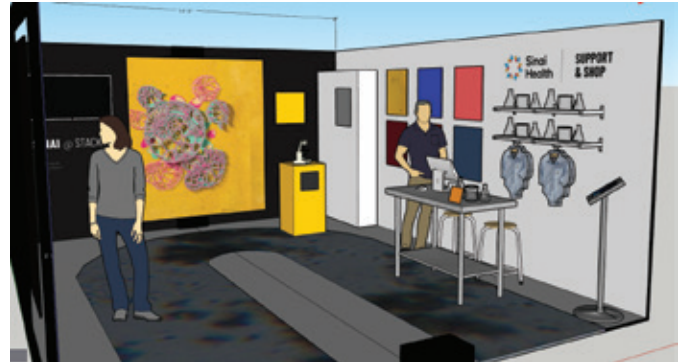*Project manage, design and produce a brand activation at stackt Market in Toronto.*

Deliverables:
"Instagrammable" pop-up 16 x 20ft shipping container

Programs:
Adobe Creative Suite, Sketchup

SINAI @ STACKT

BRAND ACTIVATION

Client:
Sinai Health Business Innovation

Project managed, designed and produced a pop up baby shop in Mount Sinai Hospital.

Deliverables:
Cost efficient pop up baby shop retail space

Programs:
Adobe Creative Suite

EVENT & TRADESHOW BRANDING

Client:
Eclipsall Energy Corp

Design and develop brand collateral for grand opening and tradeshows

Deliverables:
36ft banner backdrop, resuable banners, tradeshow booth, stickers, print ads.

Programs:
Adobe Creative Suite, Sketchup

RETAIL DESIGN

Client:
Various

Design on brand retail display for customer interaction.

Deliverables:
Retail display for nation wide roll out

Programs:
Adobe Creative Suite, Solidworks, Sketchup
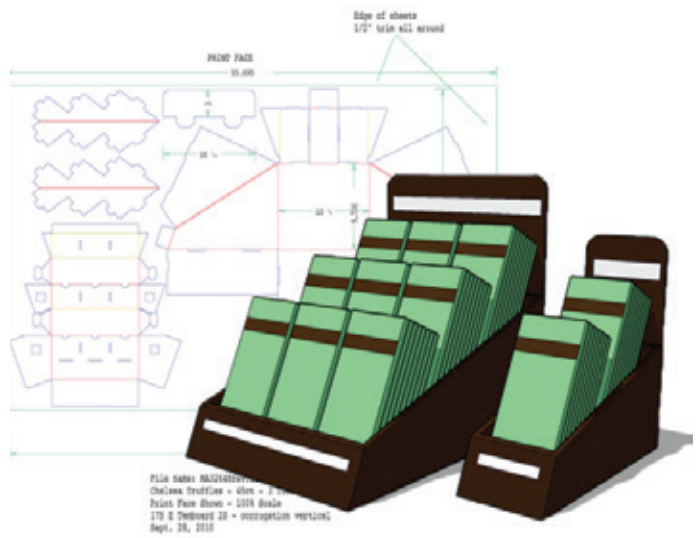
PACKAGING

Client:
Chelsea Truffles

Develop food safe chocolate moulds, bilingual packaging, and retail display.

Deliverables:
Bilingual paper packaging, cardboard retail display, silicone chocolate moulds

Programs:
Adobe Creative Suite, Solidworks, Sketchup

BRANDS

Client:
Various

Design visual identity

Deliverables:
Visual identity with brand guideline

Programs:
Adobe Creative Suite, Sketchup