



## PROFILE

Experienced Graphic Designer with a proven track record in event services, print production, and marketing industries. Highly skilled in both traditional and digital design, with a strong foundation in the visual arts. Continuously enhancing my expertise through evening courses, applying new skills directly in my current role. Known for being adaptable, detail-oriented, and able to multitask while providing reliable support across teams.

## EDUCATION

2019 TO 2022

### CERTIFICATE IN FRONT END WEB DEVELOPMENT

Sheridan College

2020 TO 2021

### CERTIFICATE IN ADVANCED GRAPHIC DESIGN

George Brown College

2018 TO 2019

### CERTIFICATE IN GRAPHIC DESIGN

Humber College

2017 TO 2018

### CERTIFICATE IN SOCIAL MEDIA

Humber College

2008 TO 2009

### BACHELOR OF ARTS (HONOURS) IN GRAPHIC DESIGN

Atlantic Technological University

2003 TO 2006

### BACHELOR OF ARTS IN GRAPHIC DESIGN

Atlantic Technological University

## PRO SKILLS

Photoshop	<div></div>
Illustrator	<div></div>
InDesign	<div></div>
HTML/CSS/JS	<div></div>
Wordpress	<div></div>
Joomla	<div></div>
Drupal	<div></div>
After Effects	<div></div>
Premiere Pro	<div></div>
Autodesk Maya	<div></div>
Social Media/SEO	<div></div>
Photography	<div></div>
Figma	<div></div>

## WORK EXPERIENCE

Nightingale Corp | September 2022 - Present

### DIGITAL GRAPHIC DESIGNER

Managed the design and execution of all print and digital marketing materials while overseeing production budgets and maintaining the company's Drupal website.

Created technical drawings, product renderings, and detailed information pages to support new product development and promotional efforts.

Produced sales presentations, newsletters, social media content, and videos to enhance client engagement and brand visibility.

Collaborated with senior leadership on showroom redesigns and supported the sales team with customized visual assets.

TruCash | January 2022 - September 2022

### DIGITAL CONTENT MARKETER

Customized web templates using HTML, CSS, and JavaScript for client platforms and virtual portals.

Designed a range of marketing materials including posters, case studies, and promotional displays for client presentations.

Created 3D graphics, animations, and augmented reality content for the company website using Autodesk Maya.

Produced animated explainer videos, edited mobile app UI designs, and developed internal newsletters using MailChimp.

Human Resources Professionals Association | December 2020 - December 2021

### DESIGN AND CREATIVE SPECIALIST - CONTRACT

Designed a variety of print and digital materials, including annual reports, corporate branding, digital ads, and newsletters, from concept to completion.

Maintained brand consistency across all communications and print production, while contributing to the planning and content of the HRP website.

Produced email campaigns in HubSpot and monitored performance through analytics, while also creating graphics for social media and video content.

Demonstrated strong proficiency in Adobe Creative Cloud and WordPress, and supported digital ad deployments for major events like the HRP 2021 Annual Conference.

IBI Group | March 2020 - December 2020

### INTERMEDIATE GRAPHIC DESIGNER

Utilized creative design skills to develop print and digital materials including high-value proposals, booth graphics, brochures, and presentations.

Collaborated with cross-functional teams to produce e-communications, marketing videos, and custom client-facing deliverables.

Maintained brand consistency by creating layouts using corporate templates and providing creative direction throughout the design process.

Managed production of print-ready assets, met tight deadlines, and ensured efficient organization of design files and project resources.

Pro-X Event | January 2016 - March 2020

### GRAPHIC DESIGNER - FULL TIME

Designed a wide range of marketing materials and digital assets using Adobe Creative Cloud, maintained and updated the company's WordPress website with content and visuals.

Contributed to the design and launch of a U.S.-focused website, supported social media marketing with custom graphics and posts, and helped generate leads that resulted in new client acquisitions.

Enhanced website SEO and traffic using tools like Google Analytics, SEMrush, and Yoast, while also assisting with blog content and promotional campaigns.

Supported print production and finishing tasks, trained staff on file preparation, and performed administrative duties including organizing media assets and preparing print proofs.