

EXPERIENCE

Freelance, Contract UX / UI Designer June 2022-present

- Redesigned responsive website for Nova Forest Products
- Improved the usability of the website by redefining the information architecture
- Elevated user expectations with a brand centric design process
- Met business objectives within time, budget, and technical constraints

Evergreen Independent School, Head of Marketing Committee (volunteer) Sept 2020-present

- Led and collaborated with various strategic teams and departments to ensure the school's goals of consistent messaging, branding, community awareness, and student enrollment/retention are met and maintained
- Redesigned the website experience using a user centric approach
- Designed and managed print and online ad campaigns
- Improved website responsiveness across all platforms
- Enhanced UI / UX by gathering user feedback and extracting analytics

Freelance, Contract Graphic Designer 2007-present

- Delivered complimentary print designs to Canadian Tire Garden Centres to improve in-store customer experience
- Responsible for all UI design decisions to create visually stimulating and delightful designs

Founder, Clothing Start-Up 2007-2008

- Designed, promoted, and sold up-cycled clothing via local markets and the website
- Partnered with the BC Cancer Foundation to sell shirts promoting a positive body image

TOOLS

XD/Figma
Illustrator
Photoshop
InDesign
Premier Rush

SKILLS

Design Research
Web Design
Prototyping
User Interface
Business Strategy

EDUCATION

UX Academy Designlab Sept 2021-June 2022

- 480 hours of UX design coursework
- 100+ hands-on exercises • 4 portfolio projects

Authority By Design 4 weeks in 2022

An interactive cohort-based class that gives students the ability to communicate their big ideas with visual frameworks to enhance their visibility, credibility, and revenue

Accessibility for Web Design Certificate March 2022

Learned practical accessibility techniques

NBCC, International Business Certificate 2002-2004

Semester at Universidad de Cienfuegos, Cuba