

SUMMARY

Toronto-based Interactive Designer with more than 5 years of working experience in a creative environment, who assists in the various creative projects, including digital, creative visual design, interface design, illustrations, vector graphics and technical languages.

EXPERIENCE

FREELANCE

Interactive Designer *May 2015 – Present*

Interactive Designer, *Muscular Dystrophy Canada, National Office.* *Toronto, Canada.*

1. Responsible for conceptualization and implementation of design solutions that meet marketing strategies from concept to completion.
2. Designs and updates various digital and print collateral, i.e. brochures, posters, publications, ads and promotional pieces within the Muscular Dystrophy Canada branding standards and established timelines.
3. Creates branded templates for regional use to maintain company brand consistency nationwide.
4. Assists regions with customizing National templates.
5. Liaises with translator to ensure all documents are properly translated and laid out into French.
6. Liaises with ad agencies and contract graphic design suppliers to ensure the companies design standards are met.
7. Coordinates print production process/liaises with production companies, printers, etc.
8. Designs and produces all visual content for the national website, wiki, fundraising and event web pages and other digital media as required.

Interactive Designer, *Hotelied.* *New York, NY, USA.*

1. E-newsletter creative work (MailChimp, HTML, CSS, Templates Design/Redesign).
2. Digital creative work (Facebook, Google and Instagram ads, social media banners).
3. Print work (card designs).

UX/UI Designer, *Hometeam.* *New York, NY, USA.*

1. UX/UI Design.

HUMBER COLLEGE

Interactive Designer *March 2013 – September 2015*

A designer of online courses for Humber Institute of Technology & Advanced Learning, School of Hospitality, Recreation & Tourism who creates:

- Generic courses icons and banners;
- Moodboards, wireframes, mockups of the educational modules;
- Infographics and visual data;
- Educational videos (custom illustrations and animation);
- Layout for educational games;
- Work with CMS Blackboard (create and edit web content, implement custom design).

CHARTREUSE MEDIA
Interactive Designer
January 2015 – May 2015

1. UX/UI design.
2. Branding/work with clients, coding (HTML, CSS, jQuery, WordPress).

MUSCULAR
DYSTROPHY CANADA

1. Develop website, e-newsletters, managed content (TYPO3, HTML, CSS, Tiki Wiki CMS Groupware).
2. Print, graphic and interactive design (fillable PDF forms, campaign ads).

**Web Communications
Assistant**
April 2010 – August 2012

EDUCATION

HUMBER COLLEGE
2012 – 2015

Web Design and Interactive Media,
Advanced Diploma with Honors.
Three year full-time program.

SAMARA STATE
UNIVERSITY
1997 – 2003

Bachelor's degree, Cultural Studies/Critical Theory and Analysis,
*Certified by: CES, a division of the University of Toronto, Academic level to a four-year Bachelor's degree,
from a Canadian university, License 36385.*

CERTIFICATIONS

RGD
May 2016 – January 2017

Provisional Membership of RGD,
The Association of Registered Graphic Designers (RGD), License 10011P.

SKILLS & ATTRIBUTES

Adobe Creative Suite, Axure Pro, Sublime, CodeKit and other professional tools on the Macintosh and PC platforms.

Proficiency in Adobe Creative Suite: Photoshop, Illustrator, InDesign, Acrobat Pro. MO: Word, Excel, PowerPoint.

HTML/HTML5, CSS/lessCSS, Industry Mailout/MailChimp, jQuery/JS libraries and Content Management Systems.

UX, UI design, prototyping, custom videos/After Effects, illustrations/cartoons, animated SVG, etc.

References available upon request.