

## EXPERIENCE

### ecobee Senior Designer | 2017 – present

- Lead designer for the Canadian ecobee4 launch. Developed launch messaging focused on driving engagement and click-through based on the user research team insights. Supported the US ecobee4 launch with digital ad production and social media creative
- Drove packaging design for the Canadian ecobee4 launch, including user installation manual and supporting documentation
- Designed and managed pre-launch campaign creative for ecobee Switch+. Worked cross-functionally with the product team to understand product features and reasons-to-buy. Developed A/B test creative for digital ads and emails
- Audited internal communications and redesigned the all company monthly newsletter with MailChimp, leading to an increase in engagement (higher open and click-through rates)
- Project managed, art directed and edited the HQ marketing promo video. Notable reactions include CIBC requesting an office tour for inspiration for their own soon to be developed HQ offices
- Audited eDM templates and redesigned priority content for optimal viewing, leading to a better user experience and flow of information
- Lead designer for in-store retail displays, showcased in Lowe's and Home Depot across Canada & US
- Built a business case vying for CapEx to purchase a server system to improve day-to-day performance and cross function for the creative team, which was presented and approved by the CEO
- Sourced and managed the purchase of a company asset that has been integral in a variety of projects throughout the office

### The Corporation of Massey Hall and Roy Thomson Hall Graphic and Digital Designer | 2016 – 2017

- Designed marketing and promotional social media materials for shows at both venues
- Designed and animated HTML5 Google ads
- Developed, animated and maintained digital signage for the Roy Thomson Hall box office, Massey Hall venue and the digital screen on the corner of King Street and Simcoe Street
- Designed and maintained digital bar menus inside Roy Thomson Hall
- Developed, animated and maintained digital signage for the Toronto Symphony Orchestra
- Edited and animated short videos for *National Geographic Live*
- Developed and animated PBS TV spots for various shows at Roy Thomson Hall
- Designed show posters and building printed signage
- Designed show ads for NOW, Toronto Star, WholeNote
- Designed gala and internal events invitations
- Worked on special projects including executive presentations for the Government, 2015/2016 annual report and the Massey Hall Revitalization book

### TD Asset Management Inc Contract Graphic Designer | 2015 – 2016

- Designed for multiple projects including sales tools, PowerPoint presentations and print pieces
- Storyboarded, edited and produced videos for Financial Planner and Advisor national events, as well as internal events

### Virgin Mobile Canada Graphic Designer | 2007 – 2015

- Managed creative execution for all iconic phone launches including Samsung, Apple and HTC
- Designed Corporate/Dealer Inline and kiosk style POP, including product displays and window clings
- Approved, adapted and developed online and tactical campaigns
- Liaised with account managers/external agencies to meet deadlines
- Developed and managed branded creative updates for Best Buy, Gientel, Mobile Shop, and The Source
- Created promotional materials including tshirts, stationery items, mobile chargers and pull-up banners
- Developed wayfinding design, stage decoration, and screen content for special events including Osheaga, Squamish Valley Music Festival, Stampede Concert Series, MMVAs, MOD Club, VFest and more
- Supported Social Media, PR and business stakeholders
- Designed original concepts for various promotional campaigns; includes video and photography
- Created branded presentations, videos and collateral for internal and all company events

## EDUCATION

### GEORGE BROWN CITY COLLEGE 2004-2007

Ontario College Advanced Diploma Graphic Design graduate with honors, majored in New Media

Second Place Award in New Media Design Thesis

## TOOLKIT/GADGETS

After Effects, Photoshop, Illustrator, InDesign, Premiere Pro, MailChimp  
Google Web Designer, Microsoft Office, BrightSign/Author

Panasonic AF100, Olympus OM-D E-M1, GoPro, Mac/PC, DJI Mavic Pro

Fluent in Russian, experience designing in French