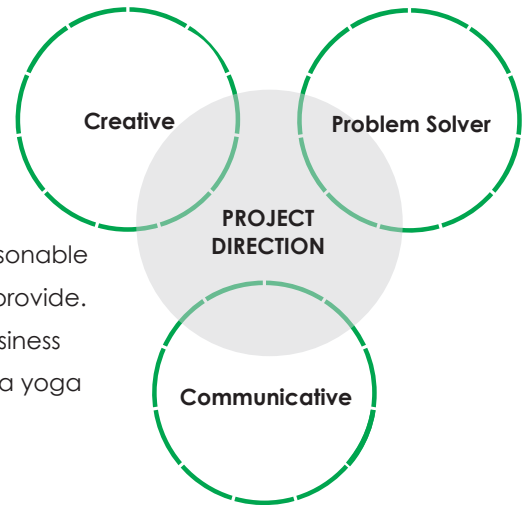




SUMMARY

Being solution oriented and entrepreneurial minded has kept my hands in a number of areas in the Design, Brand and Marketing arena. A true "Design Manager" I am an experienced brand development, strategy, client relations, project management and team leadership. With a determined, loyal and personable nature I'm inspired by teams that extend beyond the product or service they provide. Even better if they believe a happy, hard-working team leads to incredible business accomplishments. After work you will find me with my family, at a spin class or a yoga session, cooking and/or sifting through another tutorial on Skillshare.



SKILLS

Adobe Photoshop
Pattern Design
Google Analytics & SEO
Strategic Thinking
Marketing Plan Assessment
Budgeting, Planning

Adobe Illustrator
Grid & Layout
Web Usability
MAC
Trello (big fan)

Adobe Indesign
Microsoft Office
Project Management
Recruiting/Team Building
Communication

EDUCATION

Concordia University
1999 – 2001

BFA Honours, Painting, Drawing and Multi-Media Design

Academie Du Design
International
2001 – 2003

Attestation d'Études Collégiales (College Diploma) in Multi-Media Design.
Received the Academic Excellence Award (2001).

Emily Carr University
2004-2008

Continuing Education Courses

Indesign, Advanced Illustrator, Excel, Design Business Management, Typography, Ceramics,

UBC - Continuing Education
2015

Project Management for Communication Design, Social Media Strategy, Social Media Video Strategy

WORK EXPERIENCE

Dohmain
2003 - Current

Owner

Art direction, brand strategy, concept development, graphic & interactive design of websites, identity systems and communication plans for clients in the business, design, fashion, retail, non-profit, PR, gourmet food and acting industries. dohmain.ca

Certified Coating
Specialists
2015

Executive Assistant CCS (industrial coatings specialists)

Provided assistance to the President in day-to-day company operations. Tech/device management system set up and monitoring & trouble shooting, brand management, new initiatives, proposal & layout designs. The go-to for the team whenever problem-solving was needed in these areas. A sounding board for any HR issues - a confidential resource for each employee including Executive Management team. Facilitating "Scaling Up™",



WORK EXPERIENCE

- continued... spearheading the foundation for a human resource entity within the company as they reached their 34M revenue goal. certifiedcoatingspecialists.com
- Tourism Richmond Association
2012 - 2014
Head Designer
Layout design, project management (pre-press through design and delivery), web updates, all marketing materials for print, web and social media platforms. Research, tracking, analysis and executive summaries. Create entire brand strategy for international campaign "365 Days of Dining" **generating over 5000 additional room nights for hotels and reaching over 14k on social media channels.**
tourismrichmond.com | 365daysofdining.com
- Global Collective Design
2008 - 2011
Marketing Manager/Lead Graphic Designer (Marketing)
Responsible for both Men & Women's Line brand standards; media buying, art direction & design of all in-store materials, hangtag/label programs, new website(s) design, blog development, established strong social media holdings, budgeting, seasonal planning, event coordination, charity liaison/**program developer (Free The Children, The David Suzuki Foundation)**, photo shoot manager, image editor, catalogue design/development.
orbclothing.ca
- Off The Wall Clothing
2004 - 2007
Head Graphic Designer
Brand management, design, art direction for company's applied graphics (on garment), web and print. Design project management, location scout, stylist. Image editor (photo shoots), promotional and package design. Manager of Junior Graphic Designer & contractors. **Responsible for all graphic applications and programs on \$14M worth of product in the \$24M company.**

FREELANCE CLIENT SAMPLING

Balance3Design

Website Design/Build & Graphic Designer: Company re-brand, new logo, promotional materials, image editing & website development.
balance3design.com

La Jolie Madame (coming soon)

Website Design & Build: image editing, UX plan, logo guidelines
lajoliemadameboutique.com

Sugarbox Waxing Boutique

Project & Brand manager: Package design (cosmetics), booking system integration (MindBodyOnline), logo design, business cards, service lists, sticker program, shopper bags, decals, in-store furniture design & upgrades. Website layout design. mysugarbox.com

One Fated Knight, Q Workshops, Voce Enterprises (Seafolly, Stella McCartney Lingerie, Bloch etc), **Berliosça Bakery, Arctic Hunter Energy, Lazer Contracting** Graphic Designer: Logo design, websites, line sheets, sales & marketing materials, print coordination, press checks, brand strategy, development & guidelines.
onefatedknight.com, qworkshops.com, voce-ent.com, beliosca.com, arctichunter.com, lazercontracting.com

ADD-ON INFORMATION:

I enjoy exploring the world whenever the chance arises. Living in France and Morocco, and fortunate to have travelled many countries so far, my wanderlust is connected to my fascination in humanity. From Gallup Strengths Finder™ to the incredible TAIS™ Assesment system I have invested heavily in personal growth and continued education. I want increased awareness, knowledge and understanding of both myself and others and learn best when hands-on. I understand the importance of other's opinions and recognize the opportunity to connect, collaborate and grow is something that makes my life enjoyable.