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Education

Toronto Metropolitan University (Ryerson)

Toronto | 2002-2006

Bachelor of Design
Fashion Communications

Lighthouse Labs

Montreal | Fall 2017

Certificate
Intro to Web Development

MMCI

Winnipeg | 1997 - 2001

Vocational Diploma
Fashion Technology & Design

Skills and tools

Bilingual: Fluent in French
(written and spoken)

Adobe Creative Suite
(expertise in InDesign,
Illustrator and Photoshop)

**Figma, Confluence, Jira,
Productboard and Canva**

**Experience with DSLR
photography and retouching**

Basic HTML, CSS & Wordpress

**Project Management
experience**

**Microsoft Office Suite &
Google Office Suite (word
processing, spreadsheets and
presentations in both suites)**

Basic video editing

Employment history

SR. GRAPHIC DESIGNER / PRODUCT DESIGNER / PRODUCT MANAGER

Emplifi (previously iPerceptions/Astute) | May 2019 - August 2023

- Planned and executed on the product roadmap, evaluating and pivoting as needed.
- Collaborated closely with the head of development to strategize, scope, and meticulously break down new features for seamless implementation.
- Orchestrated and led developer meetings, overseeing backlog management, ticket prioritization and development progress reviews, actively removing barriers and roadblocks.
- Crafted and maintained design briefs, comprehensive product documentation, persuasive pitch decks, and meeting agendas. Additionally, reviewed product marketing materials, technical documentation and release notes.
- Was the lead product designer on a brand new social-micro-site product, planned and implemented in a 6 month time frame. Mainly responsible for product design and UX and assisted with UI specs and QA.
- Redesigned and migrated entire Hubspot website from one template to another in 4 months. Managed a junior designer throughout the process and was integral in progress and QA tracking.

SR. GRAPHIC DESIGNER

Dex Clothing | May 2018 - April 2019

- Was responsible for the visual direction of two seasons per year for four divisions.
- Coordinated on-location and in-studio photoshoots handling location scouting, schedules, model selection, shooting plans, and art direction for models, stylists, makeup artists and photographers.
- Utilized automation and batch processing in Adobe InDesign and Photoshop to dramatically expedite the production of seasonal line books across four divisions, collaborating effectively with design and sales teams to validate and proof content.
- Conducted critical press checks and proofing in coordination with printers.

ONLINE GRAPHIC DESIGNER / ONLINE CONTENT MANAGER

Le Chateau | January 2015 - May 2018

- Spearheaded a flexible visual direction for versatile asset usage.
- Planned, designed and coordinated the deployment of dynamic twice-weekly content flips for emails, landing pages, web banners, and Facebook/Instagram ads in English and French.
- Collaborated effectively with cross-functional teams to propose inventory-driven shoot items, enhancing sales outcomes.



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BILINGUAL GRAPHIC DESIGNER

Bentley Leathers Inc. | December 2013 - Jan 2015

- Designed in-store signage flips every 2-4 weeks, adhering to brand guidelines for Bentley, Access and Unique stores, in English and French.
- Conceptualized and designed emails, web banners, POP, in-store signage, mall promos, seasonal flyers, hangtags, packaging and partner advertising opportunities (magazine and web ads).
- Prepared bilingual files for production.

BILINGUAL CREATIVE

Pattison Outdoor Advertising | March 2012 - October 2013

- Collaborated with the sales team, clients and other designers to conceptualize and design billboards and transit ads that met clients' objectives in English and French.
- Managed multiple projects concurrently, coordinating with the production department and prepared print-ready files for installation.

GRAPHIC ARTIST

Warehouse One | May 2010 - March 2012

- Created garment CADs and print artwork and developed a request process improving communication of specs and deadlines, as well as a naming convention and filing system for use by buying team.
- Collaborated with the marketing and buying team to proposing product features in our online magazine. Was responsible for the entire product from copy writing to photography and layout.
- Designed packaging, signage, and promotional materials, ensuring brand consistency while maintaining quality under tight deadlines.
- Reviewed strike-offs for prints and trims from factories.

GRAPHIC ARTIST

Mondetta | 2007 - 2009

- Created garment CADs and print artwork and developed a streamlined process for designing CADs to speed up file production.
- Designed packaging, branded notions, trims and hangtags, prepared specs for factories and provided feedback on samples.
- Managed multiple projects under tight deadlines.