

I believe design plays an essential role in influencing us as individuals and cultures as a whole. It has the ability to reshape the way we think and our decision-making process. For that reason, I'm continually motivated to use design in a way that leaves a positive impact on us as people, our economies, and sometimes countries at large.

2020 – 2021

## LEAGUE INC.

### Senior Brand Designer

At League, I worked with the member marketing team to keep League members informed of the latest feature launches, and engaged in maintaining their health and well-being through the League app. I supported these initiatives by designing various digital marketing materials.

I would also help maintain the consistency and quality of League's brand by creating miniature design systems, designing new illustrations and iconography, as well as building videos and reusable animations.

I've also championed projects to build sub-identities within the League brand to support internal events and new product initiatives.

Samples of work available upon request.

2016 – 2018

## SHOPIFY INC.

### Marketing Designer

As a marketing designer on the Shopify Partnerships team, I worked with 8 team members to design solutions for the acquisition and activation of Shopify Partners. We supported marketing initiatives that created new opportunities for our partners or addressed challenges they were facing.

I designed assets for online and offline initiatives such as events, conferences, webinars, social media campaigns, guidebooks, landing pages, and several other business tools. This provided me with the exposure of working on targeted campaigns, collaborating across multiple teams, and designing for digital and real-life experiences.

Some of my favourite projects include: [Grow, A day with Shopify 2017](#), and [Shopify Partners booth](#).

2015

## MCMILLAN

### Intern/Designer

I first joined McMillan as an intern and was later hired as a contract designer. During my time there, I designed ads, email campaigns, keynotes, and various supporting assets such as social media and print collateral while complying with different brand guidelines.

I was responsible for conceptual development of digital and print design, working alongside Creative and Art directors, and implementing client feedback.

I had the pleasure of working on projects for clients such as Commvault, Intuit, and Trendmicro.

## EDUCATION

2012 – 2015

### Advanced Diploma

Graphic Design — 3 year program  
Algonquin College, Ottawa