

## Work Experience

### Product Designer

Cohere / Nov 2021 - Jul 2022

- Collaborated with the design team, product managers and engineers to ideate, design and ship new product features for the Cohere Playground and the marketing website
- Performed user interviews and testing and analyzed user metrics to drive design decisions surrounding user experience improvements
- Contributed to growing the design culture and processes by developing templates to track and organize design projects and by hosting a Figma workshop
- Developed branded templates for e-mails, slides and landing pages

### Marketing Designer

York University Student Centre / Jun 2019 - Nov 2021

- Designed print and digital marketing materials for the York University Student Centre and its clients
- Collaborated with the design team and marketing manager to develop ads and social media content catered to over 50,000 students and staff on campus
- Developed new brand identities for the YUSC's clients
- Built and maintained asset libraries and the YUSC'S design systems

### Graphic Design Intern

Memoryz / Jun - Jul 2020

- Collaborated with the CEO and marketing team to refresh the Memoryz brand
- Created character illustrations and additional assets based on the Memoryz brand guidelines
- Led the website redesign

### Communications Assistant Intern

International Student Ministries Canada / Jun - Jul 2017

- Developed brand identity and logo for the ISMC Biennial National Staff Conference
- Created print materials according to the ISMC brand guidelines

## Education

### Honours Bachelor of Design

York University, Sheridan College / 2017 - 2021

- *Cum Laude* (3.65 GPA)
- Dean's Honour Roll
- Charles River Scholarship

### DEC, Graphic and Web Design

John Abbott College / 2014 - 2017

- Dean's List 2017
- Honour Roll 2014 - 2017

## Tools

Adobe Illustrator

Adobe Photoshop

Adobe InDesign

Adobe XD

Adobe AfterEffects

Figma

Sketch

HTML/CSS/Javascript

Glyphs

## Skills

Graphic Design

UX/UI Design

Web Design

User Research

Wireframing

Prototyping

Branding

Illustration

Typography

## Achievements

### First Place

New York Times Adobe Creative Jam / Sep 2021

### Honorable Mention

Forge Award for Logo Design / Aug 2021

### Honorable Mention (Top 20)

Southwest Airlines Adobe Creative Jam / May 2021

### Honorable Mention (Top 20)

MTV Adobe Creative Jam / Nov 2020

# Community Involvement

## Hackathon Judge

SheHacks+ 6 / Jan 2022

- Reviewed and scored 20 different projects on design, originality and idea presented by students at Canada's largest 36-hour hackathon for women and non-binary individuals in tech

## Communications Manager

YSDN Class of 2021 Gradshow / Sep 2020 - Apr 2021

- Facilitated communications between the YSDN 2021 Gradshow teams and professors
- Assisted with social media strategy/planning
- Managed bi-weekly executive meetings, delegation of tasks, and team check-ins
- Oversaw production and distribution of the YSDN2021 Zine and merchandise

## Design Student Mentor

Design Students Association / Sep 2018 - Apr 2021

- Met regularly with first year students to give design critiques, coding help and general advice

## Branding Coordinator, Co-Chair

Design Students Association / Sep 2017 - Jun 2019

- Created promotional materials for print and social media for DSA events
- Planned social events, skill-building workshops, and design studio tours for the students of YSDN
- Led the weekly meetings for executive members

# Languages

Proficient in English and French

# References

Available on request