



ABOUT ME ®

Digital designer for web, social media and apps; use of AI and prompt engineering tools to enhance designs

Critical design thinker with research and personas mindset; works with design and content to optimize UX/UI

Responsive design for phones, tablets to large monitors; experience with layouts, wireframes, typography and graphics





WordPress





Illustrator









ceros

JavaScript

Sketch

CEROS

EDUCATION S



1998

2000

HTML5

2001

2002

present

Mar 2017 - Jun 2017 General Assembly (formerly Bitmaker)

Web Development **Program**

> Web Development Immersive progam

Aug 2000

earlier

UAL: Central Saint Martins

Experimentational Design Course

> Experimentational design course in non-conventional materials and concepts Instructor: Designer Roland Mouret

Jan 2001 - Aug 2001 Birmingham City University

CSS3

Design and Merchandising

> UK exchange program selected by TMU to partake in Birmingham

Sep 1998 - Apr 2002 Toronto Metropolitan University (formerly Ryerson University)

B.A.A. - Fashion Design Degree

> Fashion Design, Fashion Marketing, Consumer Product Design, some Graphic Design

WORK EXPERIENCE

earlier work experience on LinkedIn



Senior Designer, Digital & Multimedia • Borden Ladner Gervais LLP • Jan 2020 - Feb 2024

- > Creating digital concepts, visuals and digital products for <u>BLG</u> and subsidiary <u>BLG Beyond</u>; landing pages, apps, social media graphics; balancing quality, speed, accuracry and consistency in exceeding brand standards and goals
- > Maintain relationships with lawyers, partners, articling students, designers, business development professionals, directors, leaders; acted as BLG Affinity group (DEI) committee member (2021 - 2023)



Digital Designer • Blake, Cassels & Graydon LLP • Aug 2017 - Jan 2020

> Creating digital assets for launch of blakes.com, landing pages, client-facing marketing materials, internal communications, social media channels, print materials



Design Manager, Consumer Products • Thinkway Toys • Apr 2016 - Mar 2017

> Design Manager in licensed consumer products including Lucas Films Ltd. (Star Wars Rogue One), Disney/ Pixar (Cars 3), Universal Studios (Despicable Me 3)



Associate, Online Product Approval • Disney Consumer Products (Disney Canada) • Nov 2013 - Mar 2016

- > Creative guidance as part of Disney team in the OPA design and development of consumer softlines and hardllines products sold across Canada, including Walmart, Target, Canadian Tire, Dollarama and Toy R' Us
- > Working with team in leading 50+ licensees on 500+ products seasonally including Frozen and disney/ pixar properties. Managing online product design approvals and meeting with vendors & licensees on communicating design goals and brand guides, defining brand initiatives

DOLCE & GABBANA

Associate • Dolce & Gabbana (Milan, Italy) • Feb 2013 - Sept 2013

> Brought 10 years of Canadian design experience abroad and resulted in an opportunity for Dolce & Gabbana in Milan; preparation and assistance on Fall 2013 and Spring 2014 RTW collections, look books