

ABOUT ME

“ I create dynamic digital products by extensively researching your client/user market needs and using strategical call-to-action's, optimized wireframes and industry best design practices that put user experience and user interface at the forefront. ”

PORTFOLIOS

Product Design
& Product Experience Design

Click to view

HTML, CSS
and JS

Click to view

Motion Graphics and
Social Media Videos

Click to view

WORK EXPERIENCE

Borden Ladner Gervais LLP

Senior Designer, Digital & Multimedia
Jan 2020 - Present [www.blg.com](#)



- > Research market & client needs and creation of digital desktop and mobile products for [BLG](#) and [BLG Beyond](#); responsible for balancing speed, quality and consistency of design with meeting firm objectives from concept to production
- > Experienced using site nav and wireframes to optimize digital product engagement, scroll-depths and click-through rates
- > Apply best design thinking working with other designers, lawyers, articling students, marketing specialists, linguistics team, business development professionals, leaders and directors

Blake, Cassels & Graydon LLP

Designer, Web, HTML and Motion Design
Aug 2017 - Jan 2020 [www.blakes.com](#)



- > Heavy involvement with the launch of blakes.com from user research to site navs and wireframes development; providing final visual web assets including visual digital images and icons, motion banners/gifs.
- > Providing digital assets for social media channels including LinkedIn, Twitter, Facebook, Instagram and YouTube; as well as digital assets for client-facing or internal communications as required

Thinkway Toys

Design Manager
Apr 2016 - Mar 2017 [www.thinkwaytoys.com](#)



- > Design Manager in licensed packaging and product creation: Lucas Films (Star Wars Rogue One), Disney/Pixar (Cars 3) and Universal Studios (Despicable Me 3)

Disney Consumer Products

Consumer Product Designer
Nov 2013 - Mar 2016 [www.disneyconnect.com](#)



- > Provided creative guidance in the design and development of Disney Consumer Products sold across Walmart Canada, Target Canada, Canadian Tire, Toy R' Us Canada, Dollarama, Uniqlo and more
- > Working with the team in leading 50+ licensees simultaneously on 300+ products seasonally. Responsibilities include managing online product design approvals and meeting with vendors & licensees on communicating Disney design goals, brand guides and set initiatives

Dolce & Gabbana (Milan, Italy)

Associate
Sep 2012 - Oct 2013 [www.dolcegabbana.com](#)



- > I took my 10 years of fashion product development design experience abroad and resulted in a work opportunity with Dolce & Gabbana in Milan; Responsibilities include preparation and assistance of their Fall 2013 and Spring 2014 collections - with exposure to the European retail and client/consumer landscape

SKILLS



HTML5



CSS3



Sketch



Figma



DreamWeaver



Photoshop



Illustrator



AfterEffects



InDesign



JavaScript



jQuery



Shopify



Premier



Prezi



WordPress

EDUCATION

Master Classes (IDF)

Storytelling Through Visual Design:
with Ellen Lupton | Jan 2022

- > Examining visual design principles for desktop and mobile experiences through the exploration of storytelling and user journeys

General Assembly (formerly Bitmaker)

Web Development Program
Mar 2017 - Jun 2017

- > Web Dev Immersive Full Stack Program with Digital Product Design Experience
- > HTML5, CSS3, JavaScript, Ruby on Rails, jQuery, AJAX, SQL, SASS,

Toronto Metropolitan University
(formerly Ryerson University)

B.A.A. - Fashion Design Degree
Sep 1998 - Apr 2002

- > Fashion Design. Product Design. Graphic Design. Marketing. Trend Analysis
- > Fashion Communication and focus in R&D, collaborating in agile environments

Birmingham City University (UK)
(formerly University of Central England)

Merchandising and Design
Jan 2001 - Aug 2001

- > Selected by Toronto Metropolitan University to partake in the UK exchange program
- > Focus on green design and triple bottom line: People, planet and profit