

Product Design | Product Experience Design | UX/UI | Digital Motion Design | Desktop, Tablet & Mobile

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

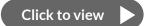
Product Design & Product Experience Design

Click to view

HTML, CSS and JS

Click to view

Motion Graphics and Social Media Videos



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



- > 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 📮 <u>www.thinkwaytoys.com</u>



DOLCE & GABBANA

Blakes-

> 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 🖵 <u>www.disneyconnect.com</u>



> 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

<u>Dolce & Gabbana</u> (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

































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