

Work Experience

BRAND & MARKETING DESIGN LEAD

MEDFAR

May 2023 – Present | Montreal, QC

- Leads brand strategy discussions, ensuring brand consistency across campaigns, overseeing rebranding efforts for multiple products, and developing and maintaining brand guidelines.
- Collaborates with the Marketing Director, National Sales Director to execute marketing initiatives across various touch-points to support business objectives.
- Designs a cohesive ecosystem of print and digital assets, covering all touchpoints of the marketing funnel.

SENIOR GRAPHIC & WEB DESIGNER

Lotus Medical

January 2022 – May 2023 | Montreal, QC

- Developed brand identities for both the parent company brand and clinic sub-brands.
- Designed, maintained and optimized the company websites.
- Developing convincing campaign design concepts and collateral through collaboration with content writers & marketing strategists.

GRAPHIC DESIGNER

KarmaDharma

April 2021 – October 2021 | Ottawa, ON

- Launched a successful fund-raising campaign for the newly-constructed Orleans Health Hub.
- Designed and formatted annual reports for the Society of Saint Vincent de Paul and the Montfort Hospital Foundation.
- Revamped the Ontario Professional Hairstylists Association's brand.

GRAPHIC DESIGNER

Canadian Blood Services

June 2019 – April 2021 | Ottawa, ON

- Executed campaign graphics, ads, and print materials for the 2020 *Type to Save a Life* blood typing event held in Universities all across Canada.
- Designed billboards, outdoor banners, social posts, and handouts promoting cord blood donation across Canada.

Education

CONCORDIA UNIVERSITY

September 2015 – April 2019 | Montreal, QC

Bachelor of Fine Arts | Design

Awards

PRESIDENT'S AWARD

September 2015 – April 2019 | Montreal, QC

Awarded the Concordia University President's Award for community engagement and academic excellence.

SOVEREIGN'S MEDAL FOR VOLUNTEERS

April 2015 | Ottawa, ON

Received the *Sovereign's Medal for Volunteers* (previously called the *Caring Canadian Award*) from former Governor General of Canada The Most Honourable Sir David Johnston, for contributions to the community in 2015.

Skills & Software

- Branding
- Graphic design
- Website design
- Advertising
- Email marketing
- Event design
- Publication design
- HTML and CSS
- Adobe suite (InDesign, Illustrator, etc.)
- Figma
- Webflow, WordPress, and Wix

Languages

- English (native)
- French (fluent)