

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.

Skills & Software

Brand Strategy & Creative Direction:

- Brand development
- Art direction
- Campaign planning
- Brand guidelines
- Cross-functional collaboration

Graphic Design & Marketing:

- Graphic design
- Website and UX/UI design
- Advertising (digital & print)
- Email marketing
- Event design

Software & Platforms:

- Adobe Creative Suite
- Figma
- Webflow, WordPress, Wix
- HTML/CSS
- Mailchimp, MailerLite, Hubspot, Salesforce
- Google Analytics & UTM tracking (basic)

Languages

- English (native)
- French (fluent)