

**Fiona McDougall**

## Berlin-based designer, bookmaker and forest bathing guide.

mcdougaf@gmail.com  
(+49) 017664813218  
fimcd.ca

### **Experience**

**Forest Bathing Berlin** · Forest Bathing Guide      2022 —→ Now

A recent personal venture, I completed a 12 week training program with Forest Therapy Hub and now guide small groups through green spaces in Berlin to help them relax and reconnect with the more-than-human world.

**Fondfolio Inc.** · Co-founder, Designer, Bookmaker      2017 —→ Now

Fondfolio is a self-funded venture between myself and my partner Matt (he handles any major web development and is my sounding board for all important decisions). I make each book by hand and manage all of the day to day operations as well as planning for and thinking about the future.

We're not a big corporation, nor do we aspire to be — few things get better with scale. Maybe one day I'll have a modest team, but for now I'm okay with my impact being small — I really enjoy the time that goes into creating a handmade product.

**TWG.io** · Marketing Designer      2018 —→ 2020

As the designer on the marketing team for this human-centered software development company, I supported marketing strategies in various graphic and web design projects. This involved ongoing collaboration with content marketing, sales and leadership.

One of my favourite projects was creating collateral for our annual retreat. The theme was poisonous plants of Ontario and I had complete creative freedom. It was rewarding to see my co-workers enjoy the work over the course of the weekend.

I would've stayed here longer because the people were so lovely, but the company was acquired by Deloitte and no longer needed their own marketing team.

**Cartogram Inc.** · Partner, Designer      2011 —→ 2019

With my partner Matt handling most of the coding work, we designed and produced a variety of different projects (mostly websites) for small to medium sized business. As well as wire-framing and design work, I was also responsible for most of the client communications and the less glamorous, but critical, tasks such as bookkeeping and invoicing.

Many of our smaller clients would often need content, usually website copy, which I was happy to do as I've always had a passion and interest for writing.

### **Education**

Forest Therapy Hub  
Forest Bathing Guide Certificate  
Wilderness First Aid Certificate  
2022

University of Toronto  
1344 Copywriting that Sells  
2019

York University & Sheridan College  
Joint Program in Design  
Bachelor of Design  
2005 —→ 2009

Sheridan College  
Art Fundamentals Certificate  
2004 —→ 2005

### **Recognition**

Site Inspire  
Various Websites  
2013 —→ 2017

RGD Ontario  
CundariSFP Award for Typography  
2009

RGD Ontario  
Crescent Award for Interactive  
Design  
2009

### **Things I like**

- Riding my bike
- Backcountry camping with friends
- Cuddling with my cat, Minou
- Everything, Everywhere,  
All At Once
- Outdoor dancing