

Fiona McDougall

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

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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 all major web development). I design the UI, make each book by hand, create content and manage all of the day to day operations as well as planning for the future.

We're not a big corporation, nor do we aspire to be. Maybe one day I'll have a modest team, but for now I'm okay with my impact being small — I enjoy process of creating a handmade product.

#### **Fimcd.ca** · Freelance Designer 2020 —→ Now

Working with a wide variety of organizations, individuals, artists and small businesses, I've created design projects from Branding, Packaging, UI, Web and graphic design. In everything I do I seek to make things that are useful, meaningful and (if possible) delightful.

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

As the creative force behind the marketing team at a human-centered software development company, I transformed ideas into engaging visuals across digital and print media. Partnering with content, sales, and leadership teams, I helped drive brand visibility through event materials, social campaigns, and newsletters that increased engagement with our audience.

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

With my partner Matt doing most (but not all) 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 help with as I've always had a passion and interest for writing.

### Education

Growclass  
Growth Marketing Certificate  
2022

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 with Honours  
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

- Cycling.
- Backcountry camping with friends
- Photographing plants and insects with my macro lens
- Outdoor dancing
- Visiting Berlin's many indie Kinos