# Skills

* Passion for design and thirst for growth
* Proficient in design tools including the Adobe Creative Suite (InDesign, Illustrator, Acrobat, and Photoshop), Canva, Figma, iMovies, Shopify, and Microsoft Office
* Knowledge in design principles, typography, colour principles
* Understanding of marketing concepts and branding guidelines

# Education

## Bachelor of User Experience Design | Wilfrid Laurier University

## Brantford, On | Sept 2017 – April 2022

* Co-op option
* GPA: 11.3 (12 point scale)

# Certifications

**Advanced Digital and Professional Training (ADaPT)** | **Toronto Metropolitan University**

Remote | Dec 2023

**Digital Marketing Bootcamp | Jelly Academy**

Remote | Sept 2022

# Work Experience

## E-Commerce Advisor | Digital Main Street

Remote | Jan 2024 – May 2024 & May 2022 – Oct 2022

* Supported small business owners improve their digital presence by implementing website upgrades, and scheduling meetings to discuss digital marketing content
* Conducted social media and website audits

## Journey Design and Research Intern | Sun Life

Waterloo, On | Nov 2022 – Aug 2023

* Designed a video for Sun Life Global Investments to display the future state vision

## Increased visibility of team member’s work by implementing TheyDo, a repository for journey maps and blueprints

* Participated in brainstorming sessions

## International Student Leader | Laurier International

## Brantford, On | June 2021 – June 2022

## Designed over 30 promotional event posters on Canva

## Impacted student life through mentorship and events

## Organized and ran over 50 interactive events with team

## UX Design Intern | BlueCat Networks

## Toronto, On | Sept 2020 – Aug 2021

* Kept the UX team’s Design System and branding guidelines updated
* Created mock-ups using visual layout principles

# Extra-Curricular / Volunteer Experience

**Curated Connections | Design Buddies**

Remote | Sept 2023 - Present

**Master’s Swim Club | Marlins**

Guelph, On | Jan 2023 – Present

**Winter 2023 Student Influencer Committee | Sun Life**

Waterloo, On | Jan 2023 – April 2023

**User Experience Design Association | Laurier Brantford**

Brantford, On | Sept 2018 – April 2019

## Video Editor Volunteer | Canada Start-Ups

Brantford, On | March 2018 – Aug 2018

**Arts and Culture SHSM | Centennial CVI**

Guelph, On | Jan 2016 – June 2017

# Awards

**Dean’s List** |Sept 2017 – April 2022

**In Course Scholarship** |Sept 2017 - April 2020

**First Generation Scholarship** | Sept 2017 – April 2019

**CCVI Mechanical Design Award** | June 2017