

PROFESSIONAL EXPERIENCE

Graphic Designer

Sept 2019 - August 2020

Lay-Up Youth Basketball || Toronto, ON

- Assisted company brand re-design working with Quiet As Kept.
- Produced design projects between Nike, MackHouse, and Serge Ibaka Foundation.
- Created multiple marketing pieces for Lay-Up's very first Virtual Summer Camp (Jumpstart's only funded project during COVID-19).
- Designed two annual summer reports for shareholders, donors, and partners.
- Lastly, as the sole Designer, led multiple design initiatives within the company such as new social media banners/logo, business cards, marketing materials, and animated videos. These initiatives led to a 20% followers growth on all digital platforms.
- Worked part-time during school, and full-time during the summer.

UX Design Intern

May 2018 - August 2018

vivovii || Toronto, ON

- Led the research, design, prototyping, testing, and development of vivovii's new website aimed to improve user experience, create a simple navigation, and reflect latest business strategy.
- Redesigned their consulting frameworks, which was later used for client proposals involving Quadreal, Masco, and Lifelabs.
- Lastly, I launched the new website rerouting the A Record and implemented Wordpress for non-technical personnel to edit the website.

EDUCATION

University of Waterloo

School of Interaction Design and Business

Candidate of Bachelor of Global Business and Digital Arts

Waterloo, ON, expected graduation (April 2021)

ARSENAL

Design

Photoshop - 5 years exp

Illustrator - 5 years exp

Premiere - 3 years exp

After Effects - 2 years exp

Adobe XD - 2 years exp

Figma - 2 years exp

Sketch - 1 years exp

Development

HTML5 - 2 years exp

CSS3 - 2 years exp

Javascript- 1 years exp

Bootstrap4 - 1 years exp

CSS Flexbox - 1 years exp

Func. Java - 1 years exp

React - 0.3 years exp

ACCOLADES

7th Place - Map the Systems 2020

Researched and designed a detailed overview of the homeless landscape focusing on the LGBTQ+ community.

Top 50 Essential UX Portfolios (2019)

Featured in Kyrillo Samaan's top 50 UX portfolios showcase, with designers from over the globe.

UXperience Design Camp (2019)

Second place in TD/Deloitte sponsored product design camp.