

WORK EXPERIENCE

Community & Marketing Designer @ WolfPack Game Design

October 2024 - Present

- Collaborating with the Community & Marketing team to establish branding guidelines and create the visual identity for the studio's graphical assets.
- Developing marketing material for the studio's social media platforms and external communication channels.

Graphic Designer @ RW Digital Marketing Agency

Aug 2021 - Present

- Developing engaging multimedia content for the agency's social media platforms. Content covers topics such as digital marketing trends, community events, holidays, client project highlights, and agency service promotions.
- Establishing and enforcing new branding guidelines across the agency's social media channels and website, enhancing brand consistency and recognition.
- Designed and launched responsive, brand-consistent websites for clients, ensuring compliance with web accessibility standards and content accuracy.
- Excelled in remote communications, facilitating effective project feedback and task organization.

Student Content Designer @ Brock University

November — December 2021

- Created impactful promotional print and digital materials for Brock University's "PhD in Interdisciplinary Humanities" program within the Faculty of Graduate Studies, effectively attracting prospective students.
- Ensured brand consistency by strictly adhering to university branding standards in all digital content.
- Collaborated closely with the program Chair to define and maintain high-quality standards for design assets and streamlined project feedback processes

Digital Archival Program Assistant @ St. Catharines Museum & Welland Canals Centre

November — December 2020

- Facilitated the digital migration of biographical content from the Sports Hall of Fame website, ensuring accurate and efficient data transfer.
- Designed visually appealing documents in alignment with the city's branding guidelines and digital accessibility standards.
- Worked closely with the Cultural Coordinator to streamline project feedback, document sharing and task management.

EDUCATION

Master of Arts in User Experience & Service Design

Munster Technological University • September 2024 — August 2025

Bachelor of Arts (BA Honours)

Brock University • September 2021 — April 2023

Interaction Design

Sheridan College Institute of Technology • September 2019 — April 2021

SKILLS

- **Design:** Graphic & visual design, typography, brand design, social media marketing, packaging design, UX/UI design, web design.
- **Prototyping:** Market research, user experience mapping, data & task analysis, personas, wireframes & user flows, UX testing.
- **Game Development:** A/B testing, documentation, gameplay optimization, level & narrative design.

SOFTWARE

- **Adobe Creative Cloud:** Photoshop, Illustrator, InDesign, After Effects, Acrobat
- **Web Design:** HTML5, CSS, JavaScript, Visual Studio Code, WordPress, Bootstrap
- **Prototyping:** Figma
- **Project Management:** Github, Notion, Asana
- **3D Workspace:** Blender, Rhino
- **Microsoft Office / Google Suite**

CERTIFICATIONS

TPCS 2: Ethical Conduct for Research Involving Humans

Government of Canada (Sept 2020)