CV

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EDUCATION

British Columbia Institute of Technology (BCIT)

Diploma – New Media Design & Web Development (In Progress)
Vancouver, BC | Expected Graduation: 2026

- Coursework includes: UI/UX Design, Visual Communication, Web Development, Digital Imaging, Content Strategy, Marketing Principles, Motion Graphics, Prototyping, Interaction Design, Copywriting, Branding Systems, and Project Management.
- Gained strong foundations in **design systems, user-centered workflows, digital storytelling, accessibility, web technologies, and responsive design**.

BCIT – Communication Design Essentials Certificate

2021 | Vancouver, BC

- Trained in **visual design, layout, typography, color theory, Adobe Creative Suite**
- Built multiple branding and print projects, strengthening creative direction and graphic design fundamentals.

RELEVANT SKILLS (Academic + Hands-On Experience)

Web Design & Development

- WordPress (hands-on experience customizing themes, layouts, plugins)
- Shopify (store setup, theme adjustments, product management)
- Squarespace & Wix (site building, layout structuring, SEO basics)
- HTML5, CSS3, JavaScript
- Responsive + accessible design principles

- Comfortable collaborating with developers

Digital Design

- Adobe Photoshop, Illustrator, InDesign
- Canva (brand kits, social media templates)
- Figma, Adobe XD (wireframes, prototypes, UI components)
- Visual branding + layout systems
- Graphic design fundamentals (color, typography, hierarchy)

Content Creation

- Photography (events, promotional content, behind-the-scenes)
- Videography + basic editing (Reels, TikToks, short promotional videos)
- Social media design & scheduling
- Building web/event listings and online promotional assets

Marketing Knowledge

- Digital content strategy
- Brand storytelling
- Understanding of SEO basics
- Familiarity with Meta Ads and Google Ads (learning level)

Soft Skills

- Strong communicator (written + verbal)
- Detail-oriented and reliable
- Works well independently & collaboratively
- Quick learner, adaptable, and positive attitude
- Comfortable communicating with artists, clients, partners

ACADEMIC PROJECTS

Portfolio Website (React + WordPress Experiments)

- Designed and developed a portfolio showcasing UI/UX, branding, and web projects
- Experimented with WordPress theme customization for an alternate version of the site

AstroMatch App – UI/UX + Front-End

- Created full user flows, wireframes, and high-fidelity mockups
- Designed brand system with icons, color palettes, and UI components

Branding Systems (Multiple Coursework Projects)

- Designed logos, brand style guides, and marketing collateral
- Integrated Adobe Suite workflows into print + digital assets

Web Redesign Assignments (BCIT)

- Rebuilt legacy websites using WordPress and Webflow-inspired layouts
- Improved accessibility, UX navigation, and visual hierarchy

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WORK EXPERIENCE

Freelance Digital Designer & Web Builder

2020 – Present

- Built and redesigned websites using **WordPress, Shopify, Squarespace**
- Created branding suites, logos, social templates, and event promo materials
- Managed client communication, revisions, and final delivery

Graphic Designer — Winner's Chapel Vancouver

2023 – Present

- Designed weekly graphics, event posters, and social campaigns
- Improved brand consistency across digital platforms

Social Media Designer — JECO Education (Remote)

2023

- Created digital content and templates
- Supported online branding and outreach

TOOLS

WordPress | Shopify | Squarespace | Wix
Figma | Adobe XD | Photoshop | Illustrator | InDesign | Canva
HTML | CSS | JavaScript | Git | VS Code
REACT | REACT-NATIVE

INTERESTS

Creative branding, cultural projects, web design & development, photography, local arts, event visuals, storytelling, community-centered design.