



Expertise

Design



Visual Design - Interface Design - Experience Design - Typography - 3D - Prototyping - Vidography - Information Architecture - Product Design - Ideation - Content Creation - Colour Theory - Brand Identity - Video Editing - Graphic Design - SEO

Software



Figma - Illustrator - XD - Premiere Pro - Acrobat - SketchUp - Blender - Fusion360 - HTML - CSS - Python - ChatGPT - Canva - Adobe Creative Suite - Slack - Google Analytics

Collaboration



Teamwork - Creative - Organization - Grit - Agile - Financial - Eye for Detail - Motivated - Innovative - Empathy - Problem Solver - Communicative - Self Motivated

Work Experience

Freelance - Multimedia Designer

- Developed digital content and short form videos, resulting in more than 20+ million views.
- Successfully communicated with clients, consistently meeting project delivery deadlines with a 100% client satisfaction rate.
- Designed and launched 5 websites using IDEO design thinking, resulting in a 30% increase in website traffic.
- Showcased and built brand identities through logos, business cards, websites, and content creation.

Toronto, ON

Present
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2020

Verta Marketing - Digital Designer

- Managed multiple social media accounts, and produced engaging content, including 50+ short-form videos and graphics, resulting in an average 25% increase in engagement.
- Developed content for 10+ Facebook ad campaigns for diverse brands, achieving an average click-through rate (CTR) of 7% and driving a 20% increase in website traffic and conversions.
- Actively participated in daily meetings.
- Consistently met and exceeded project delivery deadlines for 25+ design projects, maintaining a 98% on-time completion rate and ensuring client satisfaction.

Toronto, ON

winter 2023

Salvation Army - Content Strategist Intern

- Created impactful visual materials, including flyers, posters, and pamphlets, for international campaigns and charities, contributing to a 40% increase in engagement and awareness.
- Contributed to the content development for the Salvation Army's social media pages, resulting in a 15% increase in average post interactions.
- Leveraged Illustrator and design principles to craft marketing materials with well-structured information architecture, leading to a 30% improvement in readability and message comprehension among the target audience.

Toronto, ON

summer 2022

Education

Ryerson University - Bachelor of Fine Arts - BFA
RTA School of Media: New Media

Google - Certification
Fundamentals of Digital Marketing

California Institute of the Arts - Certification
UI / UX Design Specialization