

ABOUT

As a designer, I aim to push the boundaries of design and create innovative solutions that maximize a brands potential. With extensive experience working in fast growing startups, I have a diverse skill-set allowing companies to take on multifaceted projects in-house.

EDUCATION

GEORGE BROWN COLLEGE — 2013-2016

Graphic Design Advanced Degree - Deans List

UNIVERSITY OF BRITISH COLUMBIA — 2010-2013

Business Management - Presidents Scholarship

SOFTWARE

Adobe Creative Suite (Illustrator, InDesign, Photoshop, Lightroom, After Effects, Acrobat), Mac Os, IOS, Google Analytics, Squarespace, Wordpress, Spotify.

INTERESTS

Illustration; Golf; Snowboarding; Squash; Pickle Ball; Camping; Mountain Biking; Meditation; Dogs.

PROFESSIONAL EXPERIENCE

BRUVY, Co-founder & Creative director — 2020

Launched a direct to consumer men's skincare brand, featured in publications such as GQ.

Designed and developed all creative assets including visual identity, packaging, brand photography, ecomm, and marketing material.

BIOSTEEL SPORTS NUTRITION, Art Director — 2017-2019

Created, designed and oversaw the production of over 100 new skus. Most being registered natural health products requiring strict regulatory design standards approved by Health Canada.

Led the initiative to overhaul, redesign and expand our online presence to Shopify and Amazon platforms.

Oversaw all photography and directed photoshoots for our athlete/ ambassador program.

BIOSTEEL SPORTS NUTRITION, Senior Designer — 2016-2017

Created social assets as well as managed social platforms to a base of 50k followers each.

Designed and oversaw production of new products expanding product offering from one category to several.

Photographed and developed assets for BioSteel Events such as BioSteel All-Canadian Basketball, #CAMP and BioSteel WomensDay.

TREVOR PETER AGENCY, Graphic Design Intern — 2015

BIOSTEEL SPORTS NUTRITION, Graphic Design Intern — 2015

BLAKE JARRETT AND COMAPNY, Graphic Design Intern — 2014

FREELANCE WORK

SUPERETTE, Freelance Designer/Photographer — 2019

Designed corporate investor deck.

Photographed and cataloged product and apparel for web.

WENGAGE, Freelance Designer — 2018

Developed full visual identity and worked with software developers to design UX layout and launch app.

COFFEE BOOSTER, Freelance Designer — 2018

Worked with the founder of Coffee Booster to re-brand their visual identity, and packaging. Prepared US and Canadian packaging for production.

BROKER DESIGN / DREAMWATER, Freelance Designer — 2018

Worked with the CEO of Dream Water to design CBD concepts of existing product skus and create corporate deck for acquisition by Harvest One.

WAYNE GRETZKY ESTATES, Freelance Designer — 2017

Worked with the Wayne Gretzky Estates to design and create installations reflective of Wayne's career for grand opening of Wayne Gretzky Estates.