

[EXPERIENCE]

RW Digital Marketing Agency

Aug 2021 – Present

Graphic & Web Designer

Leading design operations for the agency's consumer-facing social platforms, in-house graphics and merchandise development. Designing and launching responsive, brand-adherent and accessibility-friendly websites for clients. Optimizing agency presence using analytics and SEO strategies.

WolfPack Game Design

Oct 2024 – Present

Visual Marketing Lead

Growing the WolfPack brand through global collaboration with the Community & Marketing team. Designing marketing materials, branding guidelines and website media for the studio.

Brock University

Nov 2021 – Dec 2021

Student Content Designer

Created impactful print and digital marketing materials for promotion of the university's PhD in Interdisciplinary Humanities program, adhering to university branding guidelines.

St. Catharines Museum

Nov 2020 – Dec 2020

Digital Archival Program Assistant

Facilitated the digital migration of biographical data from the St. Catharines Sports Hall of Fame website to digital designs, adhering to City branding guidelines and accessibility requirements.

[EDUCATION]

M.A. - User Experience & Service Design

Munster Technological University • Sep 2024 – Aug 2025

B.A. Honours - Interactive Arts & Digital Media

Brock University • Sep 2021 – Apr 2023

Interaction Design

Sheridan College • Sep 2019 – Apr 2021

[SKILLS & TOOLS]

Design: Adobe Creative Cloud Suite (Photoshop, Illustrator, InDesign); graphic & digital design; branding & identity design; packaging & print design; typography; prototyping (Figma, Miro); 3D design (Blender); video editing (Adobe Premiere, Adobe After Effects, Vegas Pro).

Research & Prototyping: Qualitative/quantitative research methods; data & task analysis; personas; journey mapping; wireframe & prototype development; user testing & analysis; technical documentation.

Web Development: Web design (HTML, CSS, Javascript); Visual Studio Code; WordPress & Elementor; Webflow; Bootstrap; Google Analytics & SEO tools.

Project Management: Github; Confluence; Jira; Asana; Agile project management.

Microsoft Office & Google Suite

[CERTIFICATIONS]

TCPS 2: Ethical Conduct for Research Involving Humans

Government of Canada • Sep 2020