

EXPERIENCE

Roots — *Web Designer*

SEPTEMBER 2024 — PRESENT • TORONTO, ON (HYBRID)

Collaborated with marketing, e-commerce, and development teams to produce digital assets for roots.com, aligning seasonal campaigns and product launches with established brand.

Designed promotional landing pages, website features, and user-focused content updates, implementing A/B test data, and optimizing for accessibility and cross-device functionality.

Tiger Sun Design — *Graphic Designer*

JULY 2022 — SEPTEMBER 2024 • TORONTO, ON (REMOTE)

Led the branding of Equinox, Lightshade Dispensaries' in-house line of cannabis products. Created logos, brand guidelines, visual assets, and packaging to be launched in 2024.

Designed responsive websites for clients in the agricultural technology industry, e.g., Sensei Farms, Urban-Gro, and Conception Nurseries. Created dev-ready interactive prototypes.

Produced digital and print assets, including packaging, in-store marketing materials, sales collateral, and social media content for a variety of consumer brands.

Zulu Alpha Kilo — *Graphic Design Intern*

MAY 2021 — JUNE 2021 • TORONTO, ON (REMOTE)

Created graphics such as packaging labels, icon sets, mockups, and illustrations under the guidance of design director for the execution of advertising campaigns.

Conducted research and brainstorming for the development of graphic concepts for clients including Harry Rosen, the Ottawa Senators, and SingleCut Beersmiths.

EDUCATION

The Cooper Union — *Condensed Program, Type Design*

JUNE 2025 — JULY 2025 • NEW YORK, NY

York University/Sheridan College — *BDes (Hons), Design*

SEPTEMBER 2018 — APRIL 2022 • TORONTO, ON

EXPERTISE

↳ It's just my "skills"
but I love alliteration. :')

PROCESSES

Brand Identity, Visual Design, Editorial Design, Package Design, Interaction Design, Web Design, UI/UX, Prototyping, Design Systems, Typography, Illustration

TOOLS

Adobe Creative Cloud, Glyphs, Robofont, Figma, Principle, Procreate, Webflow