

SUMMARY

Creative director with 12+ years leading brand from insight to identity to expression. Build scalable brand systems that hold across digital product, motion, environment, and content. Direct multidisciplinary teams of 4-7 and mentor designers at every level while remaining hands-on in the work. Partner with founders and executives to articulate and scale positioning. Repositioned a studio from a deliverable model to a strategy-led model; revenue doubled across tenure. Recognized by ADCC, Communication Arts, AIGA 365, PRINT, and RGD.

CAPABILITIES

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|---|---|--|--------------------------------------|
| → Brand strategy & positioning | → Brand-to-product and brand-to-channel extension | → Hands-on craft direction | → Executive stakeholder presentation |
| → Identity systems, toolkits & template libraries | → Motion and content systems | → Critique culture & designer mentorship | → New business, pitch & RFP creative |
| | → Naming & verbal identity | → Workshop and strategy session facilitation | |

EXPERIENCE

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| Made by Emblem
Associate Creative
Director
2022-Present | Scope: 4 direct reports; multidisciplinary teams of 4-7 across design, copy, and strategy; 5 concurrent workstreams; primary presenter to executive stakeholders.

BRAND SYSTEMS & CREATIVE DIRECTION

→ Y We Travel (Toronto Pearson) – Directed and designed the identity for a 360-degree storytelling brand built around 12 essays published in partnership with The Walrus and the Canadian Airports Council. Carried the system from concept through motion, web, audio, and a printed magazine, developing an illustration language with Danish illustrator Mads Berg drawn from 1930s-60s travel and airline posters. Proposed the podcast extension and designed its identity, moving the brand into a national audio product. Site traffic doubled projections; the magazine won the 2025 ACI-NA Excellence in Airport Marketing, Communications and Customer Experience Award. Published as a case study by RGD.

→ I Am Toronto Pearson – Directed a cultural campaign platform and employer brand for a 50,000-person workforce. Translated audience | research into a rallying identity system deployed across digital, social, OOH, and internal environments. ADCC Bronze, AIGA 365, PRINT, RGD. Covered by Strategy and Brand New.

→ National Magazine Awards 2024 – Directed a bilingual FR/EN identity system from concept through rollout: full template libraries, motion, and channel kits built for handoff and long-term maintenance by a non-design team. Communication Arts Design Award (Social Good); Communication Arts shortlist, Identity Manual. Covered by RGD and Brand New.

→ Eloise – Led a hospitality brand launch from strategic foundation through opening: positioning, identity, spatial and environmental applications, photography direction, and multi-channel content. Covered by Toronto Life, NUVU, and Designlines.

→ Facilitated brand strategy sessions and positioning workshops with client leadership; converted workshop output into named territories and identity direction. |
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EXPERIENCE

Made by Emblem
*Associate Creative
Director*
2022-Present

TEAM, CULTURE & GROWTH

- Repositioned the studio from a production/deliverable model to a strategy-led value model. Revenue doubled across tenure; the studio moved from unrecognized to multiple-award-winning.
- Set the craft standard: critique cadence, deck architecture, and toolkit frameworks that raised consistency and speed across concurrent workstreams.

- Founded Office Hours, an internal mentorship and review program; 500+ design reviews delivered to designers at all levels.
- Led pitch and RFP creative across new business; partnered with strategy on narrative and win-readiness across 5+ pitches annually.
- Represented the studio through conference talks, academic judging, and industry partnerships.

Mediabrand Canada
Senior Graphic Designer
2019-2022

- Held brand across eight Canadian network companies plus the parent; built sub-brand systems that maintained brand separation between competing client accounts.
- Led pitch deck systems and presentation design across 24+ RFPs annually; partnered with strategy to shape narrative and win-readiness.

- Created the Black Employee Network (BEN) identity; adopted beyond Canada. RGD In-House Design Award.

Freelance
Creative Director
2016-Present

- Oxford Properties – Concept and identity for Two Avenue Road, a luxury Toronto residence; currently directing a multi-market, multi-asset campaign.
- HOOPP – Brand narrative and manifesto concepting for one of Canada's largest pension plans.

- Mount Pleasant Group – Brand platform and campaign marking 200 years.
- Creative consultation and brand strategy facilitation for founders and owner-operators across identity, campaign, and content.

Earlier Roles

- Co-Founder & Creative Director, AHLLOT (2016-2017) – Built a premium cannabis brand end to end: positioning, identity, photography, web and commerce, packaging, and accessories. Repositioned the category away from stereotype toward ritual; conceived and produced the Ritual Box. Repeat sold-out drops.
- Founder & Creative Director, Archie Magazine (2014-2017) – Independent cultural publication on street culture, identity, and creative community. Art directed, edited, and published six issues; built the

visual language and editorial positioning. National retail distribution plus international stockists.

- Consultant, Kiosk Design Inc. (2013-2019) – Sole owner of brand for a top North American luxury furniture retailer: advertising, web design and management, showroom display design and installation, photography, press and supplier marketing.
- Graphic Designer, SOS Design / Borealis (2015-2016)

EDUCATION

University of Toronto
Honours Bachelor of Arts, Art & Art History
Specialist

Sheridan College
Advanced Diploma, Art + Art History

ACTIVITIES

Office Hours drop-in mentorship Made by
Emblem · Mentor · Ongoing

YES! (Year End Show) Awards George Brown
College · Judge · 2026, 2025

RGD In-House Design Conference Speaker,
"What is an in-house designer's social
responsibility?" · 2024

Global Media Campaign Collaboration Humber
College + Business Academy Aarhus · Judge ·
2024

Digital Publishing Awards National Media
Awards Foundation · Judge · 2024, 2023

Photography Portfolio Review Issues
Magazine Shop · Reviewer · 2024, 2023

AWARDS

2026 National Magazine Award: Gold, Best
Integrates Branded Campaign

2025 SPD Awards, Medal Finalist, Design: Entire
Issue

2025 ACI-NA Excellence in Airport Marketing,
Communications,
and Customer Experience Awards

2025 ADCC Awards Bronze: Creative Effectiveness in
Design - Public

2025 RGD Brand Design Awards: Integrated Rebrand/
Refresh

2024 AIGA 365 Year in Design Award: Brand and
Identity Systems

2024 Print Magazine Award: Second, Outdoor &
Billboards

2024 Communication Arts Design Award: Social Good

2024 Communication Arts Design Award: Shortlist,
Identity Manual

2024 RGD In-House Design Award: Brand Identity

2024 Healthcare Advertising Award: Gold, External/
Publication

YYZ's Excellence in Writing in Support of Cross
Disciplinary Curatorial Practice