

UX-educated designer with a background in graphic design and information-heavy layouts. Strong in research, structure, and problem framing, designing creative and efficient human-centered solutions. Reliable, thoughtful, and quality-focused.

EXPERIENCE

GRAPHIC DESIGNER AT SWEET PEPPER BAR

Jan 2014–Sep 2024

- | Created a logo and brand identity that helped convey the brand values and differentiate it from the competitors
- | Designed the whole range of promo materials such as posters, business cards, menus, flyers, signage & pillars that helped to increase the company's revenue by up to 15% annually over 10 years
- | Launched & developed the company's social media as a content creator

FOOD PHOTOGRAPHER AT SWEET PEPPER BAR

Sep 2018–Aug 2023

- | Captured and performed post production for food and beverage photography for menus, promo materials, and the company's social media
- | Reduced company expenses on third-party photographers by up to 50%, and accelerated the production of brand materials

GRAPHIC DESIGNER AT TABASCO BAR

2009-2015

- | Designed the brand identity and the logo
- | Created print and outdoor materials such as menus, posters, flyers, signage, and all range of exterior decor

FREELANCE GRAPHIC DESIGNER

2007–2015

- | Worked a lot with different clients from various areas, such as print production, web design, outdoor design, and marketing
- | Received excellent client feedback, consistently met deadlines, and effectively solved design challenges

EDUCATION

GRAPHIC DESIGN ADVANCED DIPLOMA AT HUMBER POLYTECHNIC

Sep 2023–May 2026 (in progress)

- | Made Dean's Lists each semester with an average GPA 93%

PROFESSIONAL CERTIFICATES

- | Google UX Certificate Full 7-course program (July 2025)
- | META Front-End Development Intro to Front-End Development
- | META Front-End Development Programming with Java Script

EXPERTISE

UX DESIGN SOFTWARE

Figma
Webflow
VS Code

DESIGN SOFTWARE

Adobe InDesign
Adobe Illustrator
Adobe Photoshop
Adobe Lightroom
Adobe After Effects
Adobe Premiere Pro
Davinci Resolve & Fusion
Affinity Designer

UX DESIGN SKILLS

Design Research
Wireframing
Prototyping
HTML/CSS/JavaScript
Interaction Design
Motion Design
Accessible Design (AODA)

ADDITIONAL SKILLS

Print Design
Branding
Information Design
Product Photography
Photo Editing
Video Editing

SOFT SKILLS

Curious
Creative
Reliable
Initiative
Collaborative
User-Oriented
Empathetic
Flexible
Strategic
Thoughtful

LANGUAGES

English C1 (Advanced)
French A2 (Basic User)