



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

- I Created a logo and brand identity that helped convey the brand values and differentiate it from the competitors
- I 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
- I Launched & developed the company's social media as a content creator

FOOD PHOTOGRAPHER AT SWEET PEPPER BAR

Sep 2018–Aug 2023

- I Captured and performed post production for food and beverage photography for menus, promo materials, and the company's social media
- I 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

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

FREELANCE GRAPHIC DESIGNER

2007–2015

- I Worked a lot with different clients from various areas, such as print production, web design, outdoor design, and marketing
- I 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)

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

PROFESSIONAL CERTIFICATES

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

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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)