

Summary

A Creative Director and hands-on designer with 12+ years building brands, campaigns, and websites that people actually connect with. I have led in-house teams, run my own studio, and guided national campaigns. Always focused on purposeful design. Recognized in the industry, trusted by clients, and stoked on true collaboration with clients and teams.

Experience

Partner | Parkdale Design Co. | 2017 – Present

- Co-founded and run a branding and design studio
- Lead projects end to end from strategy through execution
- Build full identities and packaging under tight deadlines
- Manage client relationships, budgets, and timelines

Art Director | inmotion | 2024 – 2025

- Lead branding, design, and web projects across various industries
- Partner with photo and video teams to shape campaigns
- Mentor designers and build a collaborative culture
- Deliver work that drives visibility and results

Art Director | Feather Co. | 2019 – 2023

- Directed creative across packaging, digital, and marketing
- Led the award-winning “Burner Phone Hotline” campaign
- Partnered with product, sales, and marketing teams
- Helped earn national recognition and industry awards

Sr. Graphic Designer | Algonquin College | 2014 – 2019

- Designed campaigns and recruitment materials for students
- Turned department goals into clear communications
- Delivered accessible projects that met brand standards
- Supported the evolution of the college identity

Awards & Honours

Clio Cannabis Silver Award | 2022

Associated with Feather Co. for the CLIO Awards

Best Marketing Campaign | 2022

Associated with Feather Co. for the O’Cannabiz Awards

Brand of the Year Nomination | 2022

Associated with Feather Co. for the O’Cannabiz Awards

Skills & Capabilities

Creative & Art Direction

Shaping brand identities, building systems, and driving ideas from concept to execution. Leading the vision while staying hands-on to make it real, and making sure every piece of work ties back to a clear, purposeful strategy.

Project & Leadership

Keeping projects on track, mentoring teams, and making sure strategy, clients, and budgets stay aligned. Collaboration always comes first, and success comes from balancing creativity with structure and clarity.

Design & Production

Designing across digital, print, campaigns, packaging, and video. Comfortable moving from the big picture to the fine details, and always focused on making the work both functional and beautiful.

Strategy & Communications

Turning ideas into campaigns that land, blending messaging with marketing. Making complex information easy to digest while keeping the audience engaged from start to finish.

Tools & Platforms

Fluent in Adobe Creative Suite, Figma, and Webflow. Experienced with Microsoft 365, Google Suite, Slack, Trello, and major commerce platforms, with the ability to adapt quickly as tools and technology evolve.

Public Sector Competencies

Well-versed in accessibility standards (AODA, WCAG) and the realities of government work. Skilled at delivering under tight timelines while keeping communication clear and inclusive, and experienced in maintaining institutional brand consistency.

Education

Advanced Diploma, Graphic Design | Algonquin College | 2012

An intense three-year program focused on brand identity, design systems, digital production, print production, with a strong emphasis on creative problem-solving and practical execution.

College Certificate, Design Studies | Algonquin College | 2008

An introductory program covering the foundations of visual communication, typography, and design principles, providing the base skills to move into advanced design training.

Language

French

Intermediate Proficiency

Equivalent to B/B/B in Reading, Writing, and Oral Interaction

English

First Language

Equivalent to E/E/E

Certifications

Foundations of Project Management | Google | 2023

A thorough program that introduced me to the principles of project management, covering planning, scheduling, stakeholder communication, and risk management. The course taught practical approaches to keeping projects on track from kickoff to delivery, while building confidence in managing resources, timelines, and collaboration across teams.

Webflow 101 Certification | Webflow | 2023

An in-depth course on Webflow that provided hands-on training in designing and publishing responsive websites. Focus areas included creating scalable layouts, managing CMS structures, and applying best practices for accessibility, usability, and performance. The program reinforced how to build clean, modern websites without code while maintaining design precision and flexibility.

Personal Finance Essentials | McGill University | 2023

A structured introduction to financial literacy led by the Desautels Faculty of Management. The program explored budgeting, planning, saving, and investing, emphasizing the development of practical habits for long-term financial health. The course offered insights into real-world applications of money management, helping build confidence in making sound financial decisions.

References

Topher Dubay

Agency Partner at inmotion who I reported to
cbdubay@gmail.com | +1 978 766-8856

Carly Wall

Creative Director at Feather Co. who I reported to
carlybwall@gmail.com | +1 613 413-3200

Ian Skoczylas

Creative Services Coordinator at Algonquin College who I reported to
i.skczy@gmail.com | +1 613 863-6809