



Experience

Marketing Associate

NIC Systems Inc. [March 2024 – July 2026]

- Produced static and motion graphic assets for LinkedIn, email, and other digital channels, supporting ongoing marketing and brand initiatives.
- Built and maintained reusable branded templates for marketing and internal use, reducing turnaround time on recurring requests while reinforcing brand consistency.
- Owned end-to-end creation of NIC Systems' logo, style guide, and website launch as sole designer, building a unified visual identity system applied across digital touchpoints.
- Redesigned and maintained the FoodCloudPlus and NICerp websites using WordPress with a focus on visual hierarchy and usability, driving a **15% increase in average engagement time** for the FoodCloudPlus website in the two weeks following launch.
- Monitored key engagement and traffic metrics via Google Analytics, presenting bi-weekly performance reports to the team to support content and campaign decisions.

Freelance Visual Designer

Minkudesign [July 2019 – March 2024]

- Independently managed end-to-end brand and design projects for **10+ clients across 6+ industries**, from initial brief through to final delivery.
- Developed a logo and style guide for Faiczak Food and Fitness, establishing a visual framework aligned with the brand's personality and leading creative production from concept to delivery.
- Created the graphics and layout for a counter display unit for GUCK men's grooming brand packaging, managing print production requirements including bleed, panel layout, and file delivery.
- Produced print marketing materials for Red Automotive, including window graphics, flyers, coupons, business cards, and flags, for a new store opening, coordinating bleed, panel layout, and file delivery directly with the print vendor.
- Designed and built a responsive website for Red Automotive using Figma and Webflow, and created website designs for Quickstyle Industries and Limitless Devs using Adobe XD and Figma, creating additional brand touchpoints for each client.

Lead Designer

Rent Panda [December 2021 – April 2023]

- Led visual design for Rent Panda's brand, updating brand guidelines and directing creative production across illustrations, motion graphics, and event booth designs to ensure consistency across all consumer-facing platforms and channels.
- Designed email creative (layout, typography, hierarchy) for landlord communications in Mailchimp, supporting ongoing engagement.
- Created paid campaign graphic assets that achieved a **0.76% click-through rate**, exceeding the internal target benchmarks for ad engagement.
- Owned the UX design end-to-end for Smart Screening Tool, a newly launched MVP, to build a screening experience that worked for users across different levels of digital confidence.
- Led the homepage redesign, incorporating feedback from landlords and internal teams to improve accessibility (WCAG) and usability, driving a **33% average increase in monthly website traffic** over the five months following launch (Nov 2022–Mar 2023).



Experience

UX Designer

ZetoTec [May 2018 – August 2018]

- Redesigned the mobile app prototype to improve user flow and brand alignment, and designed the corporate website from scratch, delivering production-ready files to the development team.
- Built a pitch deck and supporting print materials including flyers and posters for the Velocity Fund S18 \$25,000 competition.

Education

University of Waterloo

Bachelor of Global Business and Digital Arts
[September 2015 – April 2019]

- Global Business and Digital Arts (GBDA) is Canada's first undergraduate program to combine creativity, technology, and business in one unique degree.
- Graduated with Distinction – Dean's Honours List, given to an individual with a cumulative overall average of 85% or higher.
- Relevant Coursework: GBDA 103 – User Experience Design, GBDA 304 – Marketing in the Digital World, GBDA 402 – Capstone Course: Cross-Cultural Digital Business.

City University of Hong Kong

Exchange Program at the School of Creative Media [September 2018 – December 2018]

- It's part of the University of Waterloo's international exchange programs for undergraduates that allow students to go abroad, adding value to their degrees, and helping them learn a new language, develop skills, and expand their worldview.
- Relevant Coursework: COM2401 – Fundamentals of Advertising, SM2278 – Web Animation, SM2228 – Understanding Animation.

Skills

Software

Adobe Creative Cloud (Illustrator, Photoshop, InDesign, After Effects, Premiere Pro), Affinity Designer, Figma, Webflow, WordPress, Mailchimp, Miro, Microsoft Office (Word, PowerPoint), Google Workspace (Docs, Slides), Google Analytics, HTML/CSS (Basic)

Soft Skills

Cross-Functional Collaboration, Vendor Coordination, Creative Problem-Solving, Communications, Adaptability, Curiosity, Attention to Detail, Openness to Feedback

Design Skills

Logo Design, Brand Guidelines, Brand Consistency, Brand Identity, Design Systems and Templates, UX/UI Design, Print Design, Layout and Typography, Accessibility (WCAG), Infographics, Presentation Design, Basic Motion Graphics, Wireframing and Prototyping, Marketing Design

AI Tools

Adobe Firefly, Midjourney, ChatGPT, Claude