

A meticulous graphic and web designer with 8+ years of experience managing a diverse portfolio of creative projects.



## EDUCATION

### Certificate of Technology - Web Design

British Columbia Institute of Technology, Vancouver BC, 2011 to 2012

### Graphic Media Design Diploma

Pacific Design Academy, Victoria BC, 2007 to 2009

## 2017 to PRESENT

### Freelance Graphic + Web Designer

#### Nomatik Design Co.

**Projects include:** new business logo design and branding; existing business re-branding; website design; Wordpress website development; social media profile and promotional images; infographic design; business cards; letterheads; sales sheets and flyers; brochures and booklets.

#### Design

- Consistently exceeding client expectations by producing imaginative, cutting edge designs.
- Familiarizing myself with and researching client's services, target market, and competition to craft distinguished brands.
- Routinely researching current design trends, techniques and best practices to integrate into clients work.

#### Digital

- Exercising proficiency in website design with a strong foundation of web usability principles to create an effective user experience.
- Utilizing experience in digital design to create engaging websites that make an impression.
- Placing client's needs first by building websites through the Wordpress platform so they can easily manage content once website is delivered.

### **Coordination**

- Monitoring the progress of projects to ensure they are within budget and on track.
- Projecting accurate timelines and creating effective work schedules to meet deadlines.
- Proactively seeking out opportunities to improve efficiency through actions such as revising processes, researching and utilizing online tools or resources.

### **Client Engagement**

- Communicating effectively with clients to ensure project scope, expectations and deadlines are met.
- Dedicated to engaging in synergistic communication during client consultations.
- Offering clients advice and resolving problems regarding design, printing or digital applications.
- Offering flexibility to clients' dynamic needs or direction.
- Encouraging client feedback and enthusiastically welcome to recommendations.

### **Teamwork**

- Actively pursuing connections with other professionals to share resources and expertise.

2015 to 2017

### **Graphics Coordinator**

**City of Richmond, Richmond BC**

**Projects include:** large-scale event branding; event signage, wayfinding and backdrops; web and print advertising; transit and bus shelter ads; branding and marketing collateral for City programs, initiatives and public consultation; museum exhibits; annual reports; design consultation and training for other City staff.

### **Design**

- Interpreting job requirements to generate meticulous design, layout & graphic concepts.
- Maintaining the City's Visual Identity Guidelines and ensuring all City collateral adheres to it.
- Coordinating and preparing artwork for digital or offset printing as well as proofing, and assisting with finishing and binding in the in-house print shop.

### **Coordination**

- Performing multiple tasks simultaneously and maintaining professionalism under pressure.
- Aptitude for working independently and managing a high-volume workload.
- Easily adapting to meet constantly changing priorities and deadlines.

### **Photography**

- Exercising competency for photography to capture images for Mayor, Council and staff for press releases, marketing collateral, archives and annual reports.

## **Client Engagement**

- Managing own client portfolio and working with clients directly to exceed customer service expectations.
- Providing comprehensive technical support and recommendations to clients.
- Providing efficient and timely customer service to 1000+ City staff, partners and stakeholders.

## **Teamwork**

- Providing guidance and design direction to team members.
- Strategically delegating tasks, allocating work, and communicating job requirements, while maintaining an approachable demeanor.
- Lending expertise and consultation on projects that impact City operations.

2012 to 2015

## **Senior Designer**

### **Studiothink, Surrey BC**

**Projects include:** website design; website development; email newsletter design and programming; packaging design; vehicle wraps; print and digital advertisements.

## **Design**

- Attentively listening to client's needs to produce multiple original and inventive design concepts.
- Carefully refining designs to create polished results within or under the time budgeted.

## **Digital**

- Utilizing proficiencies in HTML and CSS to program websites and configure Content Management Systems such as Wordpress and Concrete 5.
- Programming custom email newsletter templates and signatures or setting up email marketing templates through applications such as MailChimp.
- Meticulously reviewing all websites after programming to ensure they meet design expectations before client review.

## **Coordination**

- Scheduling work for the creative team.
- Communicating coherent design instructions to team members when coordinating projects.
- Reviewing project scope to ensure sufficient details are provided in order to complete the task.

## **Client Engagement**

- Articulating purposeful ideas and intent when presenting creative work to clients in person or in written form.
- Training client teams on content management systems and offering follow-up technical support.

### **Teamwork**

- Consulting with project managers by offering design expertise and providing cost estimations.
- Supervising intermediate designer and offering guidance to deliver the best result possible.
- Encouraging collaborative process with the entire creative team in order to create a high level client experience.
- Involved in hiring and training creative team members.
- Hiring, training, and allocating work to interns.

**2009 to 2011**

### **Graphic Designer**

#### **Granville Entertainment Group, Vancouver BC**

**Projects include:** event branding, invitations, flyers and posters; event signage and backdrops; menu design and restaurant signage; website design; print and digital advertisements.

- In-house designer producing all design collateral for six establishments.
- Branded and produced all creative for 2010 Olympic venue Irish House.
- Photographed venues and events, processed images and managed file library.
- Efficiently prioritized while handling multiple projects at once.
- Maintained constant communication with venue managers in order to meet their needs.
- Became educated on and designed for each venue's unique target market.

**Professional references available upon request.**