

PROFESSIONAL SUMMARY

Creative and versatile Graphic Designer with 10+ years of experience developing brand, print, digital, and large format communications for commercial, education, and healthcare organizations. Skilled in Adobe Creative Suite, brand development, project management, stakeholder collaboration and customer service. Recognized for adaptability, technical expertise, translating complex information into engaging communications.

AREAS OF EXPERTISE

Professional Skills: Attention to Detail | Customer Service | Problem-Solving | Production Management | Project & Workflow Management | Stakeholder Collaboration | Time Management | Vendor & Client Relations | Creativity & Ideation

Technical Skills: Accessibility (AODA) Compliance | Brand Identity Development | Color Theory | Digital Design | Digital Illustration | Large Format & Vehicle Wrap Design | Layout & Composition | Marketing & Social Media Graphics | Photo Editing | Prepress & Production Management | Print Design | Adobe Creative Suite (Illustrator, Photoshop, InDesign, Acrobat, Express) & Microsoft (Word, PowerPoint, Excel) | Typography | Web Fundamentals (Basic HTML/CSS, UX/UI) | Asana - Project Management

PROFESSIONAL EXPERIENCE

Graphic Designer

Canadian Institute for Safety, Wellness, and Performance (CISWP) | March 23, 2026 to Present

- Lead the design and production of print and digital marketing materials, including brochures, reports, presentations, social media graphics, signage, and branded assets that strengthen the CISWP brand
- Collaborate with internal teams to translate complex health, safety, and research information into clear, engaging visual communications for diverse audiences
- Manage multiple concurrent design projects while ensuring timely delivery, brand consistency, and high-quality creative communications
- Research emerging AI-powered creative tools and coordinate with vendors on print production and promotional materials to improve workflow efficiency and production quality

Graphic Designer (Creative Client Services - Brand Marketing)

Conestoga College | Hybrid - Kitchener, Ontario | March 18, 2024 to March 18, 2026

- Planned and designed annual campaigns, ensuring consistent brand strategy across College-wide initiatives
- Developed high-impact print and digital assets (campaigns, publications, infographics, social media, presentations, interactive PDFs) that translate complex information into clear visual narratives
- Managed multiple time-sensitive projects while consulting stakeholders, ensuring brand compliance, accessibility (AODA), and cost-effective production

Graphic Designer & Production Specialist (Graphics & Production Department)

SpeedPro Guelph | Guelph, Ontario | December 14, 2020 to March 8, 2024

- Consulted with clients to define design objectives, develop creative concepts, and manage design, prepress, and production workflows from concept to completion
- Operated and maintained large-format printing equipment while executing on-site, and off-site installations, and ensuring high-quality production standards

Graphic Designer (Graphics Department)

M&T Printing Group | Waterloo, Ontario | December 27, 2017 to December 11, 2020

- Designed a wide range of commercial print materials (brochures, signage, books, menus, calendars) while collaborating with clients, and internal teams on proofs, and revisions
- Managed multiple projects from concept to completion, balancing deadlines, and coordinating workflow across locations

Jr. Graphic Artist (Art Department)

Adidas Canada Limited | Paris, Ontario | May 29, 2017 to November 30, 2017

- Prepared production-ready artwork for sublimated uniforms, including logo clean-up and adherence to brand standards
- Managed templates, and number run files, performing accuracy checks to support error-free production

EDUCATION

Graduate Certificate, Social Media Marketing

Conestoga College, Kitchener, Ontario

May 2017 to May 2019

Advanced Diploma, Graphic Design (3 Year)

Mohawk College, Hamilton, Ontario

September 2014 to May 2017