



Experience

Digital Media

Graphic Designer

Marketing & Communications

York University

Athletics & Recreation

September 2018 – September 2021

York Lions Rebrand

Graphic Designer

Marketing & Communications

York University

Athletics & Recreation

June 2018 – September 2018

- Created promotional materials including event posters, game-day programs, flyers, and social media posts
- Assisted with the development of collateral materials for business development and campus recreation e.g. programs, camps, sponsorship sales kits, etc.
- Created web graphics for yorkulions.ca
- Created sponsor and directional signage
- Assisted in the creation of major printed materials, including yearbooks and banquet programs
- Assisted in administrative duties related to creative development for the re-brand project

Freelance Graphic Designer

malcolm & bro.

Hamilton, ON

July 2020 – Present

- Created and designed the brand malcolm & bro. (brand identity, logo design, concept development, storytelling, and copy writing)
- Designed original cards and formatted the files for printing
- Created a narrative surrounding the family history behind the brand and how it differs from store bought cards
- Marketed cards through word of mouth and Instagram posts (Instagram banners, Instagram posts, Instagram caption copywriting, and product photo shoots)
- Assisted with packaging cards for delivery

Education

Bachelor of Design

Spec. (Hons.)

Cum Laude

York University/Sheridan College

Toronto, ON

2017 – 2021

Junior Affiliate RGD

Registered Graphic Designer

Toronto, ON

September 2019 – January 2022

Volunteer Experience

Vice Chair Admin

Student Intramural

Recreational Council (SIRC)

York University

September 2020 – January 2021

Graphic Design Intern

After Breast Cancer

Toronto, ON

April 2020 – May 2020

Logo Rebrand

Stong College

York University

August 2019

Frosh Leader

Winters College

York University

2018, 2019, 2020

Executive Graphic Designer

Soccer World @YorkU Club

York University

July 2018 – May 2019

Technical Skills

Adobe Illustrator

Adobe InDesign

Adobe Photoshop

Adobe Premiere Pro

Adobe After Effects

Basic HTML & CSS

Processing (Java)

Figma, Miro

Specializations

Branding

Motion Design

Information Design

Product Design

Communication

UI/UX

Interests

Sports & Fitness

Film & Photography

Fine Arts

Creative Writing

Fashion

Cooking