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qualifications:

- 15+ years of experience in UX and creative designs for web and print-based projects
- Strong understanding of and adherence to web standards: usability concepts, interface best practices and cross-browser/cross-platform issues
- Experienced in translating a wide variety of editorial and marketing content into visual layouts under tight deadlines
- Skilled at working independently or in a team environment, with additional experience in managing a design team

work experience:

Freelance Designer

October 2014 – present

Roles with companies including TC Media, Totem, Nulogy and AOL Canada; clients include CAA Magazine and Babies R Us.

Interactive Designer : TC MEDIA, Toronto, ON

June 2013 – September 2014

Provided strategic creative services for the Digital Marketing department, such as fact sheets, reference guides and other marketing initiatives. Developed and designed campaigns for some of Canada's leading magazines, including Canadian Living, ELLE Canada and Style at Home.

Freelance Designer

March 2012 – June 2013

Designed print and online marketing materials for clients including GSI Canada and Audatex Canada.

Senior Designer / Production Coordinator : NURUN DIGITAL NUMERIQUE, Toronto, ON

December 2010 – February 2012

As Production Coordinator, was responsible for liaising with clients and managing design requests across three cities (Toronto, Montreal and Chicoutimi). As Senior Designer, continued with previous responsibilities from CANOE.CA under renamed management; responsible for site layouts and redesigns, mobile designs, contests, ongoing site maintenance, online and print ads and presentation materials for Sun Media and QMI Sales.

Senior Designer / Production Coordinator (maternity leave coverage) : CANOE.CA, Toronto, ON

August 1999 – December 2010 (Production Coordinator: August 2008 – October 2009)

Responsible for site layouts and redesigns, contests, ongoing site maintenance, online and print ads and presentation materials. While covering for the Director of Production's maternity leave, took over management of the design team, including delegating tasks, calculating quotes, liaising with clients, and HR issues such as staff departures and hires.

Designer : Virtual Metropolis, Toronto, ON

July 1999 – August 1999

Designed site layouts and banner ads under the Creative Director's lead.

Production Team Member : Sierra Creative Communications, Toronto, ON

June 1998 – September 1998

Compiled graphic content for Canadian Tire's online eFlyer.

Administrative/Production Assistant : Mackerel Interactive Multimedia, Toronto, ON

June 1995 – December 1995

Acted as liaison between production and administrative staff, beta-tested and worked on R&D.

education:

SHERIDAN COLLEGE :: Post-Graduate Diploma, New Media Design

UNIVERSITY OF TORONTO :: Honours B.A., Art & Art History (Minor in Gender Studies)

SHERIDAN COLLEGE :: Diploma, Art & Art History (joint program with University of Toronto)