



## OVERVIEW

I am a senior visual designer and creative generalist with a passion for both graphic design and interaction design, and a flare for 3D. I have over 10 years of experience creating compelling and communicative visuals for a number of globally recognized brands, and continue to inspire visual narrative across every project. I am an innovative thinker who is stimulated by simple and elegant solutions to complex visual challenges. I am currently working as part of the Brand Design team at Canopy Growth Corporation.

## EDUCATION

Interactive Multimedia Developer 2008 (Algonquin College)  
Print Media 2010 (Algonquin College)

## WORK EXPERIENCE

### 2019-Present – Canopy Growth Corporation (3D Artist, Brand Design)

Developing brand assets for Canopy's partnering entities, building visual identities for partner brands from the ground up, adhering to and expanding on established brand visual standards, building brand guidelines, conceptualizing and rendering unique interactive sales displays, creating eye-catching imagery for use across web ads, social media, video, tradeshow, and other marketing collateral.

### 2016-2018 – Intel Corporation (Visual Designer, UX)

Overlooking marketing design for Recon Jet & Recon Jet Pro, including website design, web ads, print ads, photography & videography, tradeshow materials and promotional products. Developing UX and UI materials for upcoming wearable technology products.

### 2012-2014 – Kickit Digital (Graphic & Web Designer / Partner)

Leading client consultation meetings, completing web and print projects from concept to final product, organizing and assigning tasks to a team, proofing outgoing work, quality control, supervising print production and installation.

### 2011-2012 – Hi Impact Media (Creative Director)

Identifying clients' needs and implementing corresponding branding strategies, completing web and print projects from concept to final product, organizing and assigning tasks to a team, proofing outgoing work, quality control, supervising print production and installation.

## SOFTWARE PROFICIENCIES

Adobe Photoshop  
Adobe Illustrator  
Adobe XD  
Adobe Dimension  
Adobe Substance

Adobe InDesign  
Adobe Premiere  
Adobe After Effects  
Sketch  
Figma

Cinema 4D  
Final Cut  
Word Press  
Square Space  
Shopify

## CONTACT

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