

Experience

Publicis Sapient Senior Visual/UX Designer

2021–2022

- Part of the IBM design team working on user centered and intuitive solutions for supply chain management softwares
- Involved in all stages of the process: gathering requirements; customer research; wireframing/design iterations; design validations with stakeholders and end users; and communication with multinational teams in a fast-paced environment

Capital One Communications Designer

2019–2021

- Collaborating with a team of product designers and content strategists to develop one design system for all digital products at Capital One Canada
- Created Figma UI component libraries for their digital products
- Supported the lead product designer on mobile app with competitive analysis & research, facilitating design sprints, synthesis sessions, wireframes & prototyping, and designing & finalizing ui solutions

TouchBistro Senior Visual Designer

2017–2018

- Lead designer on the brand identity. Worked closely with Head of Design and product team on the rebrand. Result was a brand identity system that influenced product visual designs, flexibility for different market needs and a more distinctive brand in the Restaurant Point of Sale space
- Redesigned corporate website. Worked on hi-fidelity layouts, handoff with devs, QA, and the illustrations and iconography on the website
- Managed external creative vendors/freelancers for design, photography, video production and illustrations
- Work closely with marketing team from initial brief to delivery on various projects such as tradeshow & events, product & sales collaterals, direct mail campaigns, content marketing collaterals, landing pages, microsites and social media creatives
- Art directed and managed designers on the team

Various agencies Graphic Designer

2014–2017

Agencies: S+PDA (Toronto, Canada), Rice Creative (Saigon, Vietnam), Context Creative (Toronto, Canada).

Clients: Second Cup, dentalcorp, MaRS Dscovery District Hydro One, Toronto Hydro, Archives of Ontario, Cancer Care Ontario, UNICEF, Hennessy, Marou Faiseurs de Chocolat, HAGL Myanmar Centre, D&AD

In a nutshell

I'm a Senior Designer with experience in creative agencies, startups and corporate. From art directing photoshoots to building design systems, I'm not afraid to dive into the deep end and seeing how design thinking can make an impact for the business.

Skills

Visual design, UI/UX design, research & concept development, design systems, brand design, art direction, print design, design ops & project management.

Tools

InDesign, Illustrator, Photoshop, Sketch, Abstract, Figma, InVision, AfterEffects, Google Suite, HTML/CSS

Education

York University/Sheridan College
Bachelor of Design, 2009–2013
