



WORK EXPERIENCE

Big Viking Games | Senior Visual Designer

AUGUST 2016 - SEPTEMBER 2022, TORONTO

Led the Visual Design team in the creation of templates and asset kits for daily use by the Live Operations team in our flagship titles - YoWorld and FishWorld. This work included style guides, marketing materials (static ads, video trailers for new features, social media posts etc), UI assets and brand materials. I also managed the calendar for the Visual Design team in Jira and worked with product stakeholders to ensure that all design tasks were completed on time with full visibility.

During my time working on YoWorld and FishWorld I was responsible for a top-down redesign of the live ops marketing materials, primarily the creation of a responsive set of templates for in-game purchase windows and UI, that led to a doubling of click-through rates. In addition I was responsible for corporate branding materials across the organization, including pitch decks, document templates and merchandise/signage design.

Softchoice | Designer

JULY 2013 - JULY 2016, TORONTO

I was the single point of contact for executing all creative marketing materials for an organization of over 1400 employees across North America. Working closely with marketing managers I carried print and digital projects from initial wireframes through to delivery of finished products tailored to our clients and customers ranging from small businesses to large business and technology corporations.

Excalibur News | Graphics & Comics Editor

APRIL 2011 - APRIL 2013, NORTH YORK

Worked with editorial staff, production team members and volunteers to produce a weekly news publication with a readership in the range of 25 - 30,000. I was responsible for the layout of multiple sections of the paper, original illustrations/infographics, and a yearly Comics supplemental issue.

Mackenzie Investments | Junior Graphic Designer

JUNE 2011 - AUGUST 2012, TORONTO

Working in the creative services department, I was responsible for designing financial reports, information graphics and marketing materials that adhered to the company brand.

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SKILLS

Design | Illustration • UI Design • Wireframes & Mockups • 3D Modelling Prototyping • Style Guides • Video • Web Design • Colour Theory • Typography • Information Design • Print design • Wayfinding

Tools | Photoshop • Illustrator • After Effects • Animate • Premiere • XD • InDesign • Figma • Sketch • Blender • Procreate • HTML & CSS

Collaboration | Jira • Confluence • Trello • Basecamp • InVision • Slack • Google Docs • Microsoft Teams • Zoom • Mailchimp

EDUCATION

Google | UX Design Certificate

OCTOBER 2022 - MAY 2023, ONLINE

Completed an in-depth training program that covered UX research fundamentals, design for accessibility, low and high fidelity prototype design and industry standard software like Adobe XD and Figma.

York University | B.Des

SEPTEMBER 2008 - APRIL 2013, TORONTO

Graduated with honours from York/Sheridan's joint design program with a focus on design thinking and communication design.