



OVERVIEW

I'm a Senior Designer/Art Director based in Toronto with 12+ years of experience creating brand identities and campaigns for B2B and DTC. I've rolled out work across digital, print, packaging, websites, social media, and environmental spaces, collaborating with everyone from big companies to one-person shops.

No matter the size, I approach each project with enthusiasm and dedication. Whether I'm art directing a photoshoot, video shoot, overseeing other designers, bringing in the right illustrator, or even doodling and drawing the illustrations myself, I'm always happy to roll up my sleeves and wear multiple hats to deliver work that's conceptually strong, original, and on budget.

EXPERIENCE

Freelance Designer Toronto ON. Nov 2024-Present

Freelanced designing branding, print, and packaging. Designed the catalogue and promotional material for the Thomas Fisher Library's 70 Rare Books, Special Collections, Archives exhibition.

Collaborated with The Brand Factory to refine concept presentations and oversaw print assets, ensuring the final products were print-ready.

Designed the logo and packaging for a new juice brand based in Miami, contributed to the development of a distinctive visual identity that resonates with its target audience.

Senior Art Director, Montana Steele Marketing Toronto ON. 2021-Nov 2024

Worked across a broad range of disciplines, including web, brand, environmental, events, social media, and print design for clients in the real estate and the food industry.

Created experiences that shaped and transformed brands. Grew businesses by connecting with people, translating their core purpose and offerings into visual and verbal expressions.

Gained extensive experience in creating branding programs, presenting to stakeholders, and leading and mentoring teams to create exceptional campaigns.

Senior Art Director, WIAN Branding Vancouver BC. 2015-2021

Led teams in creating branding programs (logo, colour palette, and visual language) and creative campaigns.

Worked across various disciplines, including web, brand, environmental, and print design for corporate, retail, and cultural clients like BC Ferries, Silver Wheaton, Goldcorp, and Special Olympics BC.

Helped clients tell their stories by collaborating with them to clarify their identity and mission, translating their core purpose and offerings into visual and verbal expressions.

Art Director / Senior Designer, Porcaro Communications North Vancouver BC. 2012-2015

Led the rebranding for Silver Wheaton, art directing photo shoots for both their Annual and Sustainability Reports and Advertising Campaigns.

Served as lead designer for the Kodak Commercial Print account; produced successful campaigns, tradeshow materials, direct mail, promotional pieces, posters, and emailers.

EDUCATION

British Columbia Institute of Technology Vancouver BC

Senior Management Certificate, New Media and Web Development

ProDiseño, School of Visual Communication and Design Caracas-Venezuela

Bachelor in Visual Communication and Design

CLIENTS

Thomas Fischer Library, Alterra, CentreCourt, Daniels, BC Ferries, Goldcorp, Silver Wheaton, Kodak, Finning, Special Olympics BC, Igloo Baby, Rococo Patisserie, Robo Edu, Alcuin College, Children of the Street Society, Zenterra

SKILLS

Adobe Creative Suite, Photoshop InDesign, Illustrator, After Effects, Figma

AWARDS

HOW WIAN Branding Stationery

SUMMIT AWARDS Gold - Shift Your Automation Direct Mail - Kodak Prinergy, Silver - Leave Em Behind Direct Mail - Kodak NexPress, Bronze - A Genius Decision Direct Mail - Copperleaf

GD USA Annual Report 2014-2015, Children of the Street Society, Mining Differently Ad Series - Silver Wheaton, Alley Theatre Logo & Stationery

PRINT Magazine Cover Design for PRINT Magazine N1, 3rd place

References available upon request