



[EMAIL](#)
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FREELANCE DESIGNER / ART DIRECTOR

EXPERTISE

Print & Publication • Branding • UI / UX • Motion & Video • Illustration • Web • Packaging
Social • Presentations • Investor Reports • Art direction of Photography & Videography

SOFTWARE

Photoshop • Illustrator • InDesign • Premiere Pro • After Effects • Figma • Canva
Procreate • Webflow • Invision • Unbounce

EXPERIENCE

RENNIE • Freelance Graphic Designer **1.5 YEARS**
Real Estate Firm, Vancouver. BC

Conceptualized and produced designs for Rennie who was going through a soft rebrand. I worked with different departments to produce motion graphics, digital designs, presentations, posters, and other brand elements, ensuring brand consistency and adherence to the new design standards.

FOLIO • Senior Graphic Designer & UI UX Designer **2 YEARS**
Mobile Publishing Agency, Vancouver. BC

Designed for various brands, including conducting UI/UX research and usability testing to ensure optimal user experience. Additionally, I designed for web publishing and created annual reports and investor reports, ensuring user-friendly and visually appealing designs.

BCAA • Freelance Graphic Designer **8 MONTHS**
Insurance, Vancouver. BC

Responsible for producing a wide range of creative projects, such as the EVO electric bus wrap, print publications, illustrations, web banners, and campaign landing pages. I managed multiple projects simultaneously and completed them on time.

NATURE'S PATH • Senior Graphic Designer **1 YEAR**
Organic Foods, Vancouver. BC

Managed the rebranding process of the company's social identity and its subsidiaries brands Love Crunch, Que Pasa, and Enviroidz, designed new innovations, digital branding, promotional material, and providing art direction for video and photography.

BLINK • Senior Designer **2 YEARS**
Creative Agency, Vancouver, BC

Led the visual identity and design process for various clients. I collaborated with teams to ensure effective communication of each company's vision through logos, color schemes, and imagery, and developed cohesive messaging that aligned with the visual identity.

EDUCATION

Google UI/UX Design Professional Certificate • Coursera
Diploma in Media Strategies & Advertising • LaSalle College, Montreal, CA
Bachelor Marketing & Design • Auckland University of Technology, NZ