

📄 SUMMARY

A skilled digital designer with over 8 years of experience producing creative content for a range of media. Currently working at Cineplex Digital Media creating (out-of-this-world) interactive experiences and digital advertising for some of the world's largest companies. Outgoing, results-driven and able to adapt to a variety of design styles. Equally comfortable directing others or taking a project through to completion, while consistently going above and beyond to impress clients and colleagues.

📅 EMPLOYMENT

2016 to Present

Digital Designer, Cineplex Digital Media

Waterloo, Ontario

- Collaborates with the Creative Director and studio team to develop original visuals for digital experiences in retail and architectural environments
- Produces compelling motion graphic pieces and product spots for large clients such as Rogers, Oxford Properties, Cambridge Ivanhoe, and Morguard
- Generates exceptional UI/UX designs for interactive applications and games used in Toys R Us, ONroute, BMO, Scotiabank, Exxon Mobil/Plenti, Shell, Jays Care Foundation, and Volkswagen
- Creates the end-user's journey flow chart using strong analytical skills including critical thinking, research, and pattern recognition abilities
- Assists in the preparation, review and execution of client pitches and presentations
- Delegating and developing the activities and performance of new creative studio hires, providing direction, support and mentorship to three new interns and co-op students
- Participates in various training courses throughout the year to improve communication, problem solving, creative, and critical thinking skills

2012 to Present

Freelance Digital Designer, Samuel Garcia Digital Design

Southwestern Ontario

- Partner with private and corporate clients on branding strategy, logo design, motion graphics, photography, aerial photography, print artwork, and social marketing
- Completes content creation on time for clients such as MiHealth Global, Pioneer Pools, Pocket Aces Construction, Dentaq Probiotics, Fanshawe College, Golf North Properties, and Golfplay
- Brainstorms, conceives, and designs strong ideas, producing client-centric results
- Adapts to changing scopes, timelines, and creative direction to ensure client satisfaction

2014 to 2015

Lead Graphic Designer, REACTR, Fanshawe College

London, Ontario

- Collaborated with team members and staff members on branding strategy, motion graphics, print advertising, and front-end development
- Adapted workflow to meet extremely tight deadlines while learning the application and its intricacies
- Conducted weekly check-ins and team meetings in order to ensure everyone on the REACTR team was aligned with the details of the project and its progression

EMPLOYMENT

2007 to 2016

Tournament Director and Assistant Manager, Brookfield Golf & Country Club

Cambridge, Ontario

- Promoted to Tournament Director and Assistant Manager to organize and facilitate all aspects of over 100 golf tournaments annually, ranging in size from 12-280 participants
- Delivered exceptional customer service while managing a multi-million-dollar sports facility
- Effectively communicated and liaised with corporate and private clients
- Designed and produced promotional materials used for client and club tournaments
- Demonstrated proven problem-solving skills when dealing with groups of intoxicated golfers, problematic events, and tight timelines with up to five tournaments per day
- Responsible for briefing all players before their tournament begins by addressing rules of play and course policies by publicly speaking in front of the groups

EDUCATION

2011 – 2015

The University of Western Ontario

London, Ontario

- BA in Media, Theory, & Production
- Certificate in Digital Communication
- Scholarship of Excellence, 2011

2012 – 2015

Fanshawe College School of Applied Design

London, Ontario

- Diploma in Interactive Media & Design
- Graduated with Distinguished Honours
- Dean's List, 2012 – 2015

PROFESSIONAL SKILLS

- Photoshop
- Illustrator
- AfterEffects
- Lightroom
- InDesign
- Premiere Pro
- Cinema 4D
- HTML5 & CSS3
- UI / UX
- Adobe XD
- Sketch
- Photography
- Copywriting
- Typography
- WordPress

PERSONAL SKILLS

- Passionate creator
- Determined learner
- Efficient communicator
- Committed team player
- Strong work ethic
- Exceptionally organized
- Self-motivated
- Adaptable and positive

ACHIEVEMENTS & HONOURS

Team Awards

- 2019 CDM, Enhancing Brand Experiences, Emerging Media, *SIA Winner*
- 2019 CDM, Toys R Us Endless Aisle Solutions, DOOH Networks, *DSE Silver*
- 2017 CDM, BMO Seasonal Campaign, Animation, *SIA Visionary Award*
- 2017 CDM, BMO Seasonal Campaign, ICX Point of Wait, *ICX Winner*
- 2017 CDM, OTMPC, ICX Travel, *ICX Winner*

Personal Awards

- 2014 Student Research Innovation Day (SRID), *Fanshawe College Applied Research Award*
- 2013 IMD Program, *Fanshawe College Interactive Design Award of Excellence*