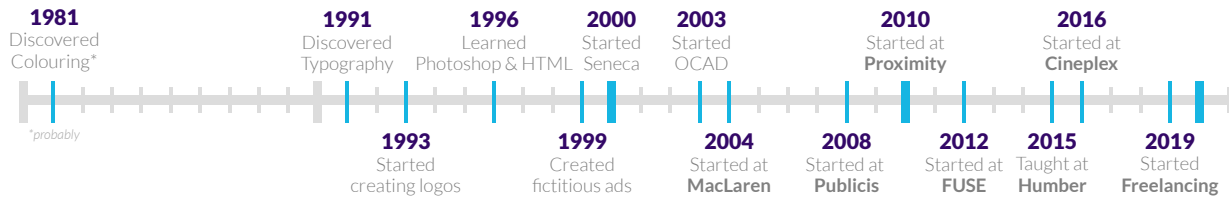


## Get to know me



## Expertise

- Exceptionally quick learner and relentless self-starter. (Learning new software, design methods, technologies or entering industry contests)
- Innate understanding of user flows/customer journeys
- Easily able to adapt and improve upon existing creative processes
- Passionate about sharing knowledge and mentoring the upcoming generation of creative talent
- Senior management/leadership experience

## Employment

May 2019 - Present

### Freelance

#### Digital Designer

**Thrillworks** - BlackBerry, PC Financial

**Bob's Your Uncle** - Daniels Homes, Plant Based Foods Association, Ice River Sustainable Solutions

**FCB Toronto** - Various pitch work

**No Fixed Address** - Milk.org, Little Caesars, Hexo

**Cossette** - TD Canada Trust, Intuit

October 2016 - February 2019

### Cineplex Digital Media

#### Associate Creative Director

Strengthened and expanded key client relationships with *McDonald's Canada*, *Subway USA* and *BMO*

Lead cutting edge digital strategies and designs for in-restaurant ecosystems (Digital Menu Boards & Digital Drive-Thru)

Lead all creative for key *McDonald's Canada* marketing initiatives (Monopoly and Festive)

Built, managed, and mentored the digital creative team

Worked with internal tech developers to build upon and strengthen *Cineplex Digital Media's* software offerings

May 2012 - October 2016

### FUSE Marketing

#### Senior Art Director

Developed a very close working relationship within *PanAm* while designing the pre-game, games-time, and mascot contest websites for the *Toronto 2015 PanAm Games*

Guided *Interac* in helping extend their new brand campaigns online through website creative development and on-going social media content

Designed and produced a modular, flexible creative email system for *Hyundai's* CRM program

Mentored Interns

## Employment Cont...

September 2015 - December 2015

### Humber College

#### 3rd Year Instructor

Helped re-shape the existing curriculum that included responsive websites, prototyping animations and digital publishing

Focused students on presenting and defending their work in a more confident manner

April 2010 - February 2012

### BBDO Proximity

#### Senior Art Director

Created and developed an expansive health portal for *Johnson & Johnson USA*

Developed flexible email systems for weekly *Campbell's USA/Canada* email recipe lists

Created Facebook social games for *Pedigree* Dog Food/Treats

February 2008 - April 2010

### Publicis Modem

#### Art Director

Helped *Rogers* and *Google* launch Android phones into the Canadian market

Gained tremendous knowledge of mobile phones/mobile business while developing quarterly consumer wireless microsites for *Rogers*

Eased *Home Depot* into online banner advertising with creative use of media

Conceptualized various campaign microsites for *Labatt USA/Canada*

April 2004 - February 2008

### MacLaren McCann

#### Designer/Jr. Art Director

Worked on the yearly refresh of *General Motors Canada* Website

Branded and launched *General Motors* Green by Design program

Helped create and produce a Flash banner game for *Coca-Cola*. (Won 2006 CMA Silver Award. Online Advertising)

## Education

September 2003 - August 2006

### Ontario College of Art & Design

Degree Bachelor of Design (B.Des)

January 2000 - April 2002

### Seneca College

Diploma Graphic Design