

WORK EXPERIENCE

Designer

Dentsu Canada • Toronto, ON

FEB 2026 - PRESENT

- **Lead designer** for new business pitches across Dentsu X, iProspect, Carat, and Dentsu Creative, owning visual execution from concept to delivery.
- Developed scalable slide systems and templates that **reduced production time by 25%**, improving efficiency and brand consistency across teams.
- Translate strategic briefs into compelling visual narratives, adapting design styles and brand identities for each prospective client.
- Manage **3-5 concurrent pitches** in a fast-paced environment, contributing to winning new business opportunities through client-ready presentations.

Junior Marketing Graphic Designer

Yummi Candles/Neo-Image • Toronto, ON

JUN 2024 - FEB 2026

- Developed multi-channel marketing creatives and digital campaigns (email, social, web) **driving 128% revenue growth**, 108% conversion rate, and scaling Instagram to 37K followers.
- Drafted and presented **design briefs and visual concepts** for major retailers, including Hudson's Bay Company and Simons, creating custom packaging and mockups that led to successful brand collaborations.
- Led **UX/UI design for a full website redesign**, improving product discovery and conversion through enhanced filtering, navigation, and product page.
- Led 0-1 Cyber Monday and Black Friday campaigns, delivering cohesive creative across web, social, and email.

Contract Graphic Designer

OMERS Private Equity • Toronto, ON

APR 2026 - JUN 2026

- Developed the visual identity for OMERS Private Equity's annual retreat in Niagara-on-the-Lake, balancing corporate professionalism with the destination's character.
- Designed branded event materials for **80+ participants**, including invitations, booklets, seating charts, place cards, lanyards, and signage.
- Led stakeholder reviews, incorporating feedback to refine creative direction and deliver a cohesive attendee experience.

EDUCATION

Toronto Metropolitan University (Ryerson)

Bachelor of Fine Arts - Photography
SEPT 2021 - APR 2025

HARD SKILLS

Advertising Brand Design

Digital Marketing Art Direction

Graphic Design Print & Packaging

Adobe Creative Suites Figma

Design Systems Microsoft 365

Presentation Design Illustration

STRENGTHS

Visual Storytelling

Organized & Communicative

Ideation & Problem Solving

User First Designer

Detail Oriented Creative

Collaborative Team Player

Loves Feedback