

WORK EXPERIENCE

Graphic Designer & Marketing Coordinator

Yummi Candles/Neo-Image • Toronto, ON JUN 2024 - PRESENT

- Developed multi-channel marketing creatives and **digital campaigns (email, social media, and web)** that drove a **128.3% increase in revenue**, 108% conversion rate, and grew 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** (2025), introducing features such as Shop by Colour, advanced filtering, and expanded product pages to improve discoverability and conversion.
- **Designed a UX/UI operational management system** in Mendix for factory teams, supporting 100+ employees by tracking orders and inventory, streamlining task assignment, and managing internal requests.
- Led a 0-1 Cyber Monday campaign alongside Black Friday promotions, delivering website updates, **social media ads/creatives**, and **multi-touch email campaigns**.

Packaging/Label Designer

Condesa Hot Sauce • Toronto, ON APR 2025 - AUG 2025

- Led end-to-end packaging design for **three product labels**, from concept to print-ready files, ensuring strong **brand alignment** and shelf impact.
- Collaborated closely with the client through iterative feedback, conducting **market research**, and creating **custom dielines** to deliver cohesive, production-ready designs.

Graphic Designer & Marketer

Willow Health • Toronto, ON SEPT 2024 - APR 2025

- Designed a **0-1 brand identity system** from concept to execution, including logo design, packaging, and visual guidelines, creating a cohesive and recognizable brand presence.
- Created a series of **twelve posters** and **social media marketing** that aligned with the brand's identity and highlighted key product features.

EDUCATION

Toronto Metropolitan University

Bachelor of Fine Arts - Photography
SEPT 2021 - APR 2025

Relevant Courses: Design Management, Graphic Design, Intro to UX/UI, Advertising Theory & Practice

HARD SKILLS

UX/UI Design Brand Design

Digital Marketing Social Media

Graphic Design Print & Packaging

Adobe Creative Suites Figma

Design Thinking Microsoft Suites

STRENGTHS

Organized & Communicative

Ideation & Problem Solving

Detail Oriented & Precise

Collaborative Team Player

Loves Feedback