

Creative and accomplished professional with comprehensive experience in crafting innovative user experiences and leading creative strategies across various digital platforms.

Known for driving user engagement and optimizing usability by overseeing user-centric design initiatives. Track record of steering and collaborating with cross-functional teams to deliver exceptional results and attain business objectives. Excel at ensuring successful project completion, fostering solid client relationships, and administering multiple accounts. Adept at conducting user research, offering effective solutions, and translating insights into actionable strategies to improve product performance. Skilled in visual design, information architecture, personas, journey mapping, storyboarding, and wireframe.

Areas of Expertise

- UX/UI Designs
- Account Management
- Web Development
- Problem Resolution
- Social Media Campaigns
- Digital Experience Strategy
- Research & Data Analysis
- Proposal & Pitch Development
- Client Relationship Management
- Team Leadership & Support
- Cross-functional Collaboration
- Strategic Planning & Execution

Professional Experience

Nexus Communications, Canada

2010 — Present

UX Design and Creative Lead

Instructional Designer | E-learn Developer | Motion Graphic Designer | Storyboard Artist | Sales & Business Development

Nurture strong client relationships and manage several accounts, while collaborating with North America's largest companies, encompassing Walmart, Sobeys, Giant Eagle, Home Hardware, Albertsons, Shoppers Drug Mart, CIBC, RBC, and Loblaws. Supervise expectations and timelines, as well as provide creative direction by coordinating with clients and internal teams, ensuring seamless project execution and positive client feedback.

- Elevated traffic, enhanced user engagement, and attracted top talent through corporate career sites by overseeing persona and conversion-based web design and UX experience.
- Played key role in devising Total Reward, DEI, and Performance and Recognition initiatives, impacting hundreds of thousands of employees across multiple companies and banners.
- Drove tens of thousands of applications, thousands of new hires, and 100M+ views by orchestrating social media campaigns for LinkedIn, Facebook, and Instagram, involving copywriting, design, and creative strategy.
- Streamlined communications and strengthened employee messages by steering development of Employee Value Proposition and implementation of in-store hiring promotions and events.

Additional Experience

Managing Director | Curtis - Creative Company

Senior Art Director | Petryna Advertising

Senior Designer | 50 Carleton and Associates

Education

Degree in Visual and Creative Arts

Cambrian College of Applied Arts and Technology, Ontario

Licenses & Certifications

Senior User Experience (UX) Design Strategist

Building Design System in Figma from Scratch - UI UX Mastery

Master Digital Product Design: UX Research & UI Design

UX & Web Design Master Course: Strategy, Design, Development

Design Rules: Principles + Practices for Great UI Design

Information Architecture (IA) Fundamentals

UX Design & User Experience Design Course - Theory Only

UX Strategy Fundamentals

Strategic Recruitment for the Workplace of the Future

Technical Proficiencies

Adobe Creative Suite: Photoshop, Illustrator, After Effects, In Design, PowerPoint, Acrobat Reader

Prototyping: Figma, Adobe XD

Development: HTML/CSS, WordPress