

## ABOUT ME

My many years in the design industry have allowed me to explore all aspects of being a creative, from advertising to web design, and everything in between.

As a key member of the Creative Team at VERB, I've contributed to award-winning website designs and campaign strategies through thoughtful design and conceptual thinking. I've crafted countless websites that deliver a seamless user experience and continue to deliver higher conversion rates and of course – beautiful design. This work has translated to:

- Higher sales + revenue or contributions;
- Increased bookings;
- And a higher overall success rate for my clients across the board, no matter the industry.

This collective experience has made me a very versatile, multidisciplinary designer and thinker – with proven results.

## SKILL SET

- **Website Design** + Basic User Experience and Information Architecture (including sitemapping, wireframes, design and high fidelity prototyping). Skilled at meeting ADA compliance.
- **Logos, Visual Identities + Brand Development** (including the creation of brand standards and brand voice)
- **Creative + Art Direction**
- **Campaign Ideation**
- **Environmental Design + Signage + Hoarding**
- **Product Package Design**
- **Video + Photo Shoot Direction**
- **Light Video Editing (Sizzle Reels, Hero Videos)**

## HIGHLIGHTS

- **Panelist / Speaker:** Social Media Camp 2013. I was invited to speak on the use of QR codes in marketing and branding.
- **Team Award: Best of Category** Summit International Awards, Oct 2015 “Beyond Words Campaign”
- **Participant:** Featured in a local reality series about small business in Victoria. A funny story.
- **Great with Clients:** I have a knack for making clients feel like family – even the most difficult personalities.
- **Fun Fact:** I have lived on islands most of my life – New Caledonia, Oahu and Vancouver Island.

## TOOLS

- **Figma:** Figma is my new tool of choice for virtually everything digital. (Previously Adobe XD)
- **Adobe Creative Suite:** Illustrator, InDesign, Photoshop, Premier, Lightroom, Acrobat.
- **Project Management:** I have experience with Active Collab, Jira, FunctionPoint and Asana. In addition to this I also have organizational skills and leadership qualities that keep projects running smoothly.
- **Google Suite + DropBox:** Accustomed to using cloud-based software such as Google Docs, Slides and Sheets as well as managing files and assets over DropBox, Google Drive and other DAM Software.

## RECENT EXPERIENCE

- **2021-Current**  
**ART DIRECTOR**  
VERB Interactive, Halifax NS (Remote)  
[verbinteractive.com](http://verbinteractive.com)

I am most proud of the work I've accomplished here at VERB - creating digital experiences that are usable, functional, accessible, elegant and most of all, beautiful. My role here allows me to guide and direct junior members of the team and collaborate effectively with other agency leaders.

- **2014-2016** (2 Years, 8 Months)  
**SENIOR ART DIRECTOR**  
Eclipse Creative, Victoria BC  
[eclipse3sixty.com](http://eclipse3sixty.com)

After a decade of self employment I was honored to have been offered this position. This is where I truly began to shape myself in to an agency leader and became recognized for my passion for web and user experience.

- **2018-2021**  
**ASSOCIATE CREATIVE DIRECTOR**  
Eclipse360, Victoria BC  
[eclipse3sixty.com](http://eclipse3sixty.com)

At Eclipse360, I was fortunate to touch an array of projects ranging from advertising to web design, and every thing in between. As agency life often dictates, we rarely knew what the day ahead could look like, so I'm accustomed to thinking on my feet and having "switch brains" at a moment's notice.

- **2016-2018**  
**CREATIVE DIRECTOR**  
LeapXD, Victoria BC – [leapxd.com](http://leapxd.com)

My time at Leap allowed me to work on some of the most beautiful websites I've ever seen or had the pleasure of creating. We had an extremely strong development team who consistently hit projects out of the park. Working with them gave me an eye for quality website design, UX and elegant animations.

## EDUCATION

- **1994-1998**  
ACADEMY OF ART, San Francisco CA  
ADVERTISING | COMMUNICATION DESIGN
- **1998-1999**  
VANCOUVER FILM SCHOOL, Vancouver BC  
FOUNDATION FILM
- **2001-2002**  
PACIFIC DESIGN ACADEMY, Victoria BC  
GRAPHIC DESIGN

## REFERENCES

Available on Request