



#### OVERVIEW

- 7 years of Art Direction + digital design experience spanning web, mobile, responsive layouts, enterprise application + e-commerce design.
- Has taken a lead role on projects, overseeing designers to provide design direction, deliverable management + QA to ensure overall product quality.

#### INDUSTRIES + CLIENTS

Automotive, Banking + e-commerce, Sports, Medical, Government, Software, Media + Entertainment.  
Fiat Chrysler Automobiles, Nissan, American Express, Aegon, CIBC, the Score, CBC Sports, BASF, Microsoft.

#### EXPERIENCE

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2013 – 2016

**Designer** // Team Lead · Digital art direction · Concept · UI · UX // **Momentum Digital Solution**

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- Principle designer and team lead on Fiat Chrysler (FCA) brand sites + Autoshow for the past 3 years.
- Designed and informed UX for complex comparison product shopping tools for both FCA + AMEX.
- Designed reward experiences for AMEX + various point redeeming user applications for desktop + mobile.
- Worked on pitch that gained Momentum AOR for American Express.

2011 – 2012

**Art director** // Digital · Print · Concept · UI · UX // **Kenna**

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- Multi-medium campaign design for 2013 Altima Pre-launch — email, direct mail, buyer's guide.
- Redesigned Nissan / Infiniti's email marketing newsletters + various digital experiences.
- Designed cross-platform business application for BASF agents to use in field while engaging markets and prospective clients — desktop, iPad, mobile.

2010 – 2011

**Interactive designer** // Startup · Branding · Digital · Concept · UI · UX // **Digiflare**

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- Designed digital experience's for Microsoft + WP7, CIBC, CBC Sports, the Score + eOne.
- Received best app ratings two years straight for design of the Score Mobile's Windows phone 7 multi-league scores + stats tracking app.

#### EDUCATION

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2007 – 2010

**Graphic design diploma** // Concept · Branding · Typography · Digital · UX // **Humber College**

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#### PROFICIENCIES

Photoshop, Illustrator, InDesign, UI, UX, concept + ideation, wireframing, storyboarding, defining user journeys, putting dishes in the dishwasher, making awesome guacamole + margaritas.