

Experienced interface/interaction designer with graphic design background and over 10 years of industry experience. Faithful believer in the value of branding, and passionate about creating elegant, useful and usable designs that unite, engage and bring value to user experience.

• Accurate • Organized • Efficient • Aware • Intuitive • Communicative • Level-headed • Clever • Professional • Personable

SKILLS

Software

- Expert in Adobe Photoshop, ImageReady, Illustrator, InDesign
- Proficient in Dreamweaver, Flash, Fireworks, OmniGraffle

Languages

- Proficient in HTML and CSS; familiarity with Javascript
- PC and Macintosh platforms

Additional

- Strong working knowledge of user-centered design methodologies
- Steadfast in pursuit of clean, simple, and intuitive user interfaces
- Extremely interested in user-generated content and community-driven online businesses
- Comfortable in fast-paced environments and enjoy having fun while working smart

EXTRAS

Education

- Fine Arts, York University
- Internet Site Design, George Brown College,

Conferences + affiliations

- Voices that Matter: Web Design Conference 2007
- UX Week 2008
- Royal Academy of Illustration + Design

EXPERIENCE

Expedia Canada Corp.

Graphic Designer

12.2005 - present

Responsible for the overall look and feel of the entire site. This role requires **discipline** and **self-management**, **creative direction** for juniors and contract designers, and **expertise in usability**, the retail experience, and concept-driven **visual problem solving**.

Top responsibilities

- Conceptualize, wireframe, and mock-up landing pages, promos, e-newsletters
- Develop, maintain, and ensure adherence to Expedia.ca style guide
- Product design direction, user-experience for Expedia.ca, Hotels.ca
- Contribute to marketing design direction for Expedia.ca, Hotels.ca

Fuel Advertising

Senior Graphic Designer

02.2005 - 10.2005

Designed retail advertising for the agency's largest account, the Bay. This role required management of **high-volume workloads** in an incredibly **deadline-driven environment**. Hands-on involvement in all phases of the project was also required (client, concept, design, prepress, and press check), all executed based on client needs and creative direction.

The National Post

Graphic Designer

05.2004 - 02.2005

Created **information graphics** in the fast-paced life cycle of a daily national newspaper. This role demanded extreme **attention to detail**, an understanding of **typography**, and an ability to work in both **independent and collaborative environments**.

Simex-Iwerks Entertainment

Graphic/Web Designer

09.2002 - 02.2005

Facilitated design of all visual materials, including promotional materials, print ads, trade-show displays, direct mail pieces and websites. This role included **project management** responsibilities, such as calculating and **maintaining budget** costs and timelines, communicating with vendors, and sourcing out print jobs and illustrations to freelance talent.

