



work experience

Carlton One Engagement

Jul 2018 – present

Senior Marketing Designer

Design, branding, content creation, and project management lead for all marketing projects at Carlton One Engagement, the world's most powerful loyalty, incentive, and engagement platform for employees, sales teams, and customers. Also collaborating as part of the UX/UI and product design team in developing and bringing new best-in-class products into the market.

Reflektion

Oct 2014 – Jul 2018

Creative Director

Responsible for the entire creative process from conception to production of all marketing and sales collateral at Reflektion, a Silicon Valley based e-commerce platform that captures and responds to each individual shopper's intent in real time using AI and machine learning technologies. Projects include printed and digital materials such as websites, landing pages, display ads, UI mockups, emails, pitch decks, whitepapers, infographics, videos, trade show materials, and more.

BT/A Advertising

Jun 2014 – Oct 2014

Art Director

Design and art direction lead for clients such as the Art Gallery of Ontario (AGO), Canadian Opera Company (COC), Stratford Festival, The Royal Agricultural Winter Fair, OCAD University, and more.

Marketwired / Sysomos

Feb 2012 – Jun 2014

Art Director

Lead and manage art direction and production of all external and internal creative projects at Marketwired, a leading social communications company, which includes Sysomos, a premiere global provider of social media monitoring, analytics and engagement software. Collaborating with an in-house team and external agency on projects ranging from marketing collateral, advertising, websites, digital campaigns, events, promotional materials, presentations, signage, videos, infographics, whitepapers, and more.

Zync

Jan 2008 – Feb 2012

Senior Designer

Strategic creative design and implementation of branding programs, marketing materials, advertising and communications collateral for a diverse range of clients including Scotiabank, Loblaw, Sun Life Financial, IKEA, Trump, HOOPP, and others. Responsible for management of all social media and web initiatives for agency and clients.

Top Drawer Creative

Sep 2004 – Jan 2008

Designer

Working both individually and as part of a team in fully developing successful creative print and multimedia ad campaigns for national and international accounts including Honda, Acura, Golf Town, Epson, Sporting Life, Fitness Depot, PaceMaster, and others.

Genesys Creative

Jul 2004 – Sep 2004

Print / Web Designer

Creative input and design of various print and multimedia projects from concept to completion.

Mighty Integrated

May 2003 – Jul 2003

Design Intern

Brainstorm, design, and production of various self-promotional projects for the studio.



education

York University / Sheridan College
2000 – 2004

Honours Bachelor of Design (B.Des)

Graduate of the Specialized Honours Design Degree program offered jointly by York University and Sheridan College. Member of the **Dean's Honour Roll** while achieving an additional **Cross-Disciplinary Certificate in Digital Media** and a **Professional Certificate in Digital Design**.

designations

RGD
Nov 2008 – present

The Association of Registered Graphic Designers of Ontario
Accredited professional designation.

awards + recognition

Awards

American Design Award
Applied Arts Design Award
Color in Design Award
Creativity International Award
Designpreis Deutschland (German Design Award) – Nominee
GDUSA American Graphic Design Award
GDUSA American Package Design Award
GDUSA American Web Design Award
Graphis Gold 100 Best in Design Award
HOW International Design Award
RGD Design at Work Award
Summit Award
Wolda Worldwide Logo Design Award

Work published in

1000 More Graphic Elements
1000 More Paper Graphics
Best of Business Card Design 9
Brand Identity Essentials
Creativity 40
Letterhead & Logo Design 11

strengths + skills

Software / Technical Skills

HTML + CSS, Adobe Photoshop, Illustrator, InDesign, After Effects, Sketch, InVision, Marvel, Microsoft Word, PowerPoint, Apple Keynote.

General Skills

Source of ideas and creativity, works well under pressure, detail oriented, time management, problem solving, analytical ability, quick learner, strong communication skills, excellent organizer, bilingual (English / Cantonese).
