
work experience

Stantec Jan 2023 – Present	Creative Director Managing the full digital design process from UX/UI and product design to brand marketing surrounding Stantec's innovative SaaS product suite touching operational technology, financial planning, business insights, and more. Collaborating with a team of product managers, engineers, and data scientists to develop digital solutions to empower clients and consultants to make data-driven decisions in a fraction of the time.
Ada Oct 2021 – Sep 2022	Creative Director Built and led a team responsible for all brand visuals, digital, print, motion, and web design at Ada, one of Canada's top startups and tech unicorn company specializing in automated brand interactions through AI-powered chatbots with digital-first customers such as Zoom, Meta, and Square. Helped usher in a rebrand and evolved it into a premium solution in the space while increasing brand recognition and driving pipeline.
Solace Dec 2020 – Oct 2021	Director of Creative and Digital Services Directed and managed a team of designers, digital creators, and web developers in the strategic development and production of various marketing materials and digital touch points for Solace, the leaders in event-driven architecture helping enterprises and their business operations become real-time. Collaborated with Marketing Communications, Product Marketing, and extended teams on projects ranging from branding, corporate websites, events, advertising, videos, whitepapers, social, presentations, and more.
CarltonOne Engagement Jul 2018 – Dec 2020	Manager, Design & Creative Managed and led a team in visual design, branding, copywriting, and content creation for all creative projects at CarltonOne Engagement, the world's most powerful recognition and rewards platform with brands including Evergrow, Global Reward Solutions, and Power2Motivate. Also involved in building best-in-class SaaS products in the industry as a key contributor in Product Development and UX while partnering with Product and Engineering teams.
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 included 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 Led and managed art direction and production of all external and internal creative projects at Marketwired, a leading social communications company, which included Sysomos, a premiere global provider of social media monitoring, analytics and engagement software. Involved in two company rebrandings.
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.

education

**York University /
Sheridan College**
Sep 2000 – Jun 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
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**

Figma, Adobe InDesign, Illustrator, Photoshop, XD, After Effects, Microsoft PowerPoint, Apple Keynote, HTML + CSS.

General Skills

Proven creative leader and mentor, multi-disciplinary design team builder, strategic data-driven approach, source of ideas and creativity, works well under pressure, detail oriented, effective time management, analytical problem solver, quick learner, strong communication, bilingual (English / Cantonese).
