

## SUMMARY

- Professional, flexible, and creative graphic designer with 8 years web design experience with a focus on e-learning.
- Provide design solutions with high visual impact and communicate ideas that inspire, inform, or captivate learners and consumers.
- Typography-driven aesthetic, aptitude for translating complex concepts into clear visual design, solution-oriented, and solid production skills.
- Effective at planning, implementing, and documenting projects. Adept verbal, written and interpersonal communication. Self-motivated, dependable, flexible, loyal, team player.
- Specialties include web design, information architecture, educational materials, Wordpress development, photography, layout.
- Proficient in Adobe Creative Suite, HTML, CSS, Wordpress, a variety of CMS and LMS environments, and Microsoft Suite.

## EXPERIENCE

### THOMPSON RIVERS UNIVERSITY

#### Curriculum Graphic Designer, Open Learning (May 2013—Present)

- Responsible for concept, creation, development of graphics for all TRU Open Learning educational materials.
- Design a broad range of graphics to meet industry best practices for educational web and print materials.
- Collaborate with Instructional Designers and SMEs to develop scope documentation, artistic briefs, and graphic specifications to enhance the e-learning material objectives.
- Work inside media development team to produce student centred web graphics for LMS, discreet interactive sites, design and document navigational elements, and support video producer with raw image files.
- Coordinate all proprietary and third-party imagery to ensure visually engaging, technologically appropriate material that adheres to copyright regulations.
- Considerations include emergent mobile technologies, a variety of instructional platforms, copyright concerns, pedagogy, and adult learning requirements in distance environments.

#### Graphic Design & Web Development (May 2011—Present)

- Responsible for design, organization and functionality of Aboriginal Education Research site (AERO).
- Developed CSS template for AERO and implemented web graphics, sourced photography and organized content inside CMS.
- Provide site architecture, design, content, newsletter support and functionality for a variety of departmental sites.

### UNIVERSITY OF CALIFORNIA, BERKELEY

#### Graphic Designer (March 2009—January 2012)

- Responsible for re-design and implementation of department website.
- Coordinate and implement web strategy to enhance department fundraising efforts.
- Provide graphic support for department events such as programs, postcards, and signage.
- Facilitate ongoing web content to showcase Faculty and Grad research.
- Provide a competitive platform to display department research for student/Faculty recruitment.

### JACK MORTON, INC.

#### Graphic Designer (March 2008—October 2008)

- Design and utilize existing corporate style guides to create large scale event signage as well as print and web materials for corporate client events (Microsoft, VMware, eBay).
- Provide graphic support for Jack Morton proposals and event planning presentations (RFPs).

## **KAISER PERMANENTE**

**Graphic Designer (September 2007 – March 2008)**

- Responsible for concept and production of all internal and external web and print marketing materials and advertisements.

## **GOOGLE, Inc.**

**Web Coordinator, Graphic Designer & Project Manager (July 2006 – July 2007)**

- Managed and implemented web content for internal department of Google, Inc.
- Designed and created all internal marketing materials, launch posters, department coupons and web graphics.
- Developed signage that adhered to corporate identity while defining specific department.
- Collaborated with engineers to develop 4 solution applications to enhance efficiency.
- Redesigned and planned overhaul of internal website including refined site architecture to provide increased efficiency and improved user experience based on collected data.

## **FORSYTHE DESIGN**

**Freelance Design (2005 – Present)**

Design marketing materials including posters, postcards, flyers, business cards, menus, packaging, logos and invitations; creating web graphics and HTML websites, site prototypes, and web components. Clients include First Insurance Co of Hawaii, Jack Morton, Agency.com, World Centric, Avalon Yoga, Mills–Peninsula Health Services, and Vizu.

## **EDUCATION**

### **Foothill College**

Los Altos, CA

Graphic & Interactive Design (GID)

Completed 2 years coursework  
2005 – 2007

### **Thompson Rivers University**

Kamloops, BC Canada

Digital Art & Design (DAAD)

Completed 1 year coursework  
2005

### **University of British Columbia**

Vancouver, BC Canada

Bachelor of Arts • Major in Art History, Minor in English Literature