

Education

Honours Bachelor of Fine Arts | New Media | *Ryerson University*

Experience

7shifts

• *Motion Graphics and Video Producer | March 2024 - Present*

- The first and only in-house video and motion graphics producer at 7shifts.
- Built the foundation for video marketing at 7shifts over 5 years, including motion graphics, video production, and video marketing strategy, which drove impact for 7shifts' KPIs.
- Produced, managed, directed and edited video/photo shoots held in various cities in North America.
- Designed brand and UX/UI motion graphics for various marketing campaigns, including brand awareness, customer stories, product videos, social media, paid advertisements, OOH campaigns and events.
- Measured and reported on KPIs for video performance, including consideration of customer and viewer feedback to evaluate and improve future video projects.
- Worked closely with cross-functional teams, including producers, copywriters, and designers, to organize, manage, and communicate project milestones while consistently meeting deadlines and delivering high-quality results.

• *Motion Designer | November 2022 - March 2024*

- Developed storyboards to visualize animation flows and project narratives.
- Produced, managed and edited motion graphics and videos for various marketing campaigns.
- Managed and edited photo/video shoots to produce client highlights.
- Collaborated with cross-functional teams to ensure cohesive project execution.
- Researched industry trends and techniques to enhance creative output and stay current.
- Organized and maintained design files and assets for efficient team collaboration.

• *Graphic Designer | September 2020 - November 2022*

• *Junior Graphic Designer | November 2019 - September 2020*

Innovate By Day

Junior Web and Graphic Designer | May 2019 - November 2019

Graphics Intern | May 2018 - May 2019

- Led the design of a 13-part motion graphic ad series that played a key role in enhancing brand development and driving a significant increase in product sales
- Collaborated with various departments to conceptualize and build brand identities across a portfolio of clients such as, Career Rookie, Just For Laughs, and Dreamcatcher Bios.
- Supported the Web Developer to mockup web designs and execute front end development.
- Developed proficiency across a variety of design disciplines including motion graphics, web design, illustration, video production and photography.

Knix

Graphic Designer | 2016-2018

- Responsible for conceptualizing and creating content which drove social media presence in Knix's teenage line, Knixteen
- Shot, edited and retouched product and lifestyle photography for Knix's website and social accounts
- Collaborated with the marketing and web department to create eye-catching digital assets to promote sales and drive conversions

Skills

- After Effects
- Premiere Pro
- Photoshop
- Illustrator
- InDesign
- Figma

Specialties

- Motion Design
- Video Production
- Video Editing
- Digital Design
- Print Design
- Illustration
- Lottie Animations
- UX/UI Animations
- B2B/SaaS