



Graphic Designer &
Creative Professional

📍 Calgary, AB
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SKILLS

Adobe Creative Suite
Photoshop • Illustrator • InDesign
Canva
Figma
Squarespace • Shopify
Branding Identity Design
Print & Marketing Design
Claude & ChatGPT
CSS & HTML
UX/UI Design
CMS Platforms
Wordpress • Squarespace • Shopify • Kajabi

STRENGTHS

✳ Detail Obsessed

Catches what others miss; maintains brand consistency across every deliverable.

💬 Clear Communicator

Translates ideas between creative and non-creative stakeholders with ease

⚡ Versatile Creative

Translates ideas between creative and non-creative stakeholders with ease

➡ Deadline Driven

Consistently delivers polished work on time, with minimal revisions required

👉 Resourceful Self-Learner

Quickly adapts to new programs, tools, & challenges; approaches new territory with confidence and a problem-first mindset

EDUCATION

University of Calgary

2026

Certificate of Graphic Design

Certificate of Visual Design

Specialization: Art Theory & Practice

Westmount Charter School

2007

Alberta High School Diploma

Gifted Education Diploma

in Academics

About

Graphic designer with 10+ years of experience in brand identity, print design, web design, and digital marketing. With recent formal training from the University of Calgary and hands-on experience working with clients across diverse industries, I bring both technical precision and creative vision to every project. I approach every new tool, task, or challenge the same way: with curiosity and the confidence that I'll figure it out. I work hard to ensure that every project I take on not only meets, but exceeds expectations. With a strong foundation in visual design, I strive to bring a unique and creative approach to every project I work on.

Work Experience

LEAD GRAPHIC & WEB DESIGNER

Terra Digital Agency, High River, AB www.terradigitalagency.ca 2021 – Present

- Develop cohesive brand identities for a wide range of clients, from sustainable refilleries to construction companies, ensuring every design reflects the client's vision and ethos.
- Design print and marketing materials for non-profit organizations, including brochures, event signage, and fundraising collateral.
- Produce signage, brochures, business cards, social media graphics, and other print and digital marketing materials using Adobe Suite (Illustrator, InDesign, Photoshop).
- Design, build, and maintain client websites in Squarespace, WordPress, Wix, and Shopify, including graphics, copy, and UX layout.
- Created the brand identity and website for Terra Digital Agency, collaborating directly with the agency owner on strategy and visual direction.
- Develop and execute web content strategies to increase organic traffic and strengthen online presence for Terra Digital and its clients.
- Created website graphics, web content, and marketing copy for client websites.
- Design and deliver social media graphic suites for clients as part of integrated marketing strategies.

GRAPHIC DESIGNER, ARTIST, ART & DESIGN BLOGGER

Fox + Hazel, Calgary AB www.foxandhazel.com 2015 – Present

- Created original logo and brand designs for clients across a wide range of industries.
- Create custom watercolour illustrations and commissioned artworks for clients on a project basis.
- Produce technical 3D image renderings of industrial equipment for client marketing and documentation purposes.
- Manage all client communication, project timelines, and deliverables with consistent professionalism and efficiency.
- Maintaining a design and art blog with consistent publishing of tutorials, process work, and creative resources.
- Built and designed the blog website with custom CSS and HTML in WordPress; grew audience through Pinterest strategy and SEO.
- Managed a Mailerlite email list and monthly newsletter, with knowledge of sales funnels and social media marketing.
- Experienced with Tailwind, Canva, Slack, Google Workspace, and multiple CMS platforms.

DESIGN TEAM MEMBER

Dawn Nicole Designs, Germany 2016 – 2018

- Created one high-quality, design-rich blog post per month featuring art tutorials, tech resources and inspirational content.
- Created photos, graphic elements and editorial layouts for each post, maintaining consistent brand standards.
- Authored posts in WordPress, optimizing metatags, tags, SEO, and readability for each publication.

GRAPHIC DESIGNER & VIRTUAL ASSISTANT

Upwork, USA 2016

- Freelanced across a diverse roster of clients, delivering graphic design and administrative support.
- Designed over 300 Pinterest graphics for a prominent calligraphy blog, building a cohesive visual library at scale.
- Created PDFs, mockups, YouTube channel graphics, and social media assets for an infant loss advocacy blog.