



9+ years

Graphic Design
Content management systems
Emergent technology

Social media
Enhancing UX
Website content

Website migration
Copywriting
Executing campaigns

Adobe Illustrator CC
Adobe InDesign CC
Adobe Photoshop CC
Adobe Premiere Pro CC
Bootstrap
ClickDimensions
Cyberimpact

CSS
Drupal
Figma
Final Cut Pro
Hootsuite
HTML
i:Create

Logic Pro
MailChimp
Microsoft Dynamics CRM
Microsoft Office
Powtoon
SiteImprove
WordPress



Experience

Web Specialist - Township of Langley

January 2021 - Present

- Manage 400+ edits ranging from text and content changes to full-page development to date.
- Deploy innovative strategies to reach 120,000+ diverse monthly visitors using a range of devices.
- Actively collaborate on e-newsletter redesign to grow subscriber lists of 10,000+ recipients.
- Aid in the implementation of the new Township website, overseeing 500+ web page transfer.
- Drafted prototypes for site navigation on desktop and mobile and homepage wireframes.
- Demonstrated extensive knowledge of innovative UI/UX design principles before site migration.
- Applied Bootstrap framework to enhance user experience with add-ons on formerly static pages.

Graphic Designer - Township of Langley

June 2016 - January 2021

- Designed 750+ projects using Adobe Creative Suite for multiple departments including posters, brochures, newsletters, postcards, signage, (fillable) forms, and web graphics.
- Published two large-scale leisure guides for web and print distributed to 40,000+ Township residents.
- Designed departmental advertisements for distribution to municipality businesses and residents.
- Designated leader in absence of Web Specialist due to knowledge of Township systems and goals.

Communication Assistant - RMTBC

January 2015 - November 2015

- Designed marketing collateral, digital billboards, advertising mock-ups, and social/web graphics.
- Upgraded MailChimp newsletter via CSS and HTML resulting in significantly higher engagement.
- Assisted Communication Manager with complete transition from Drupal 6 to Drupal 7 backend.
- Enhanced Twitter, Facebook, Instagram, and LinkedIn pages using effective social media strategy.
- Achieved increased engagement and exposure with 4,500+ unique Twitter post views.

Special Projects Assistant - SFU Career Services

September 2013 - April 2014

- Comprehensively branded an event attended by 25+ government officials, including the inaugural logo.
- Designed 150+ marketing tools, authored 24+ blog posts, and developed webpages and subpages.
- Co-led team that created and implemented a new strategy resulting in 500+ increase in blog readership.

Education

Bachelor of Arts, Communication - Simon Fraser University

Faculty of Communication, Art and Technology

Co-operative Education Designation

September 2009 - June 2015

Minor, Interactive Arts and Technology

May 2011 - August 2014