

## 10+ years



Graphic design  
Content management systems  
Emergent technology

Social media  
Enhancing UX  
Website content

Website migration  
Copywriting  
Executing campaigns

Adobe Illustrator  
Adobe InDesign  
Adobe Photoshop  
Adobe Premiere Pro  
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 10,000+ edits ranging from text and content changes to full-page development to date.
- Deploy innovative strategies to reach 140,000+ 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.
- Continuously maintain best practices in accessibility for a broad range of users
- 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 - December 2020

- 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.
- Consolidated feedback through an extensive collaborative process to produce valuable content.

### **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