

As a detail-oriented interdisciplinary designer, I specialize in product design, graphics, art direction, and brand identity. Proficient in delivering impactful solutions that align with brand identity and resonate with the target audience.

## Designer | June 2023 - December 2023 Junior Designer | March 2022 - June 2023

Goodland Products Ltd. & Unionwoodco

- Created graphics for diverse projects, including seasonal campaigns, packaging, merchandise, blog articles, and social media.
- Led design projects in collaboration with senior designers and design directors, managing the entire product design lifecycle from concept to implementation.
- Produced technical drawings and 3D models for effective communication with manufacturers and vendors, streamlining project processes with RFQ and feedback documents.
- Sourced and communicated with vendors for smooth collaboration, conducting quality control by receiving, inspecting, and documenting product samples.
- Administered, directed, and executed photoshoots for desired visual outcomes, developing creative briefs to ensure adherence to brand aesthetics.
- Art directed seasonal campaigns, creating graphical assets for seamless implementation, and designed sustainable packaging solutions with an emphasis on eco-friendly practices.

## Marketing & Design Associate

LH Imports | November 2021 - March 2022

- Researched and analyzed new product trends for market competitiveness.
- Developed and recommended new design concepts based on research findings.
- Collaborated with the CEO to curate and design seasonal products.
- Maintained a strong understanding of raw materials, finishes, and joinery methods.
- Cultivated relationships with third-party vendors and material suppliers.
- Created prints, digital marketing material, and product photos for campaigns, e-blasts, and lifestyle photo-shoots, including photo editing.

## Graphic Designer

Freelance | November 2020 - November 2021

- Coordinated with Stayhome-Living owners to develop a fully functional homepage for their senior-oriented app.
- Utilized Adobe Suite to generate a variety of graphics in alignment with the company's theme and identity.
- Contributed to user-friendly design and functionality enhancements for the app.
- Ensured cohesive visual representation of the brand through thoughtful graphic design.

## EDUCATION

## Bachelor Of Design

Emily Carr University of Art & Design | 2018-2021

Major in Industrial Design, specializing in product design with a keen focus on user-centered design, branding, packaging, sustainability, ergonomics, and graphic design.

- Utilized extensive research and user-centered methodologies to inform design decisions.
- Explored prototyping techniques using a diverse range of materials and software.
- Integrated marketing and branding throughout the design process to create visually appealing products and graphics that resonated with the target audience.
- Prioritized eco-friendly design practices to minimize environmental impact across product lifecycles.

## TECHNICAL SKILLS

CAD Software: Solidworks, Modo, Rhinoceros 3D, Onshape | Technical drawings, Tech Packs, Conceptual | 3D Prototyping | Adobe Creative Suite: Photoshop, InDesign, Illustrator, Lightroom | Figma | Microsoft Office, Google Applications, Slack, Asana, IOS Devices, ERP-SAP | Pattern Making: Attire, Bags, Footwear | Multilingual: English and Portuguese | Sewing: Industrial, Domestic, & By Hand, Visual Arts: Multiple Mediums

## SOFT SKILLS

Organizational, Innovative, Time Management, Highly Productive, Reliable & Honest, Interpersonal, Strategic, Creative

## REFERENCES

Available on request