

focused on shaping the end-to-end brand experience

Strategic and Visionary Creative Leader with over 20 years of experience, seeking an opportunity to shape and elevate end-to-end brand experiences for a forward-thinking company. Proven success in leading high-performing teams, driving innovation, and crafting compelling narratives across diverse industries. Excels in leadership, visioning, and fostering cross-functional collaboration.

skills

personal

Creative and innovative thinker
Inspiring leader
Excellent communicator and listener
Problem Solving
Visionary Thinking
Collaborator
Organized
Critical Thinker
Business Acumen
Empathetic

technical

Figma
Notion
Adobe CC
Microsoft 365
ChatGPT
Framer
Webflow

platform

Shopify
Contentful
Sanity
Jira
Squarespace

specialties

experience design

Working cross-functionally to ensure the experience strategy encapsulates all vital aspects of the business. I delivered comprehensive omni-channel experiences, seamlessly connecting retail, e-commerce, and mobile app interactions.

successfully launched

Mejuri M+ Membership and App, President's Choice Website Redesign, Clek Website Redesign

creative / art direction

I bring a wealth of experience in shaping compelling visual narratives and translating ideas into impactful designs. My expertise lies in strategic visual communication, ensuring that every design element aligns seamlessly with brand identity and effectively resonates with the target audience.

successfully launched

Creative Direction for Orville Redenbacher's, President's Choice Website, Black Lives Matter Website, Clek Brand Identity

ux/ui design

Translating brand purpose into immersive experiences, crafting interfaces that reflect the essence of the brand and design that seamlessly align with the core values of the business.

successfully launched

Aritzia Suiting, Mejuri Gift Guide Hub, Holt Renfrew PLP and Filtering, Holt Renfrew Customer Account Redesign

design systems

Exploring unified design languages that harmoniously communicate brand identity across diverse touch points. Fostered visual consistency across cross functional teams through meticulous attention to design systems.

successfully launched

PC.ca Design System, Holt Renfrew Design System, 'Staygold' Mejuri Design System Re-platform

strategic visioning & planning

Mapping out strategic visions that harmonize with business objectives. From ideation to execution, each design strategy was thoughtfully crafted to pave the way for the brand's success.

successfully conceptualized

Aritzia e-commerce 2.0 Strategic Vision, Mejuri PDP Vision, Mejuri Styling Vision, Roadmap Planning for Mejuri & Aritzia

design leadership

Cultivating a design culture that echoes excellence and innovation. Shaped the trajectory of design leadership collaboratively, fostering an environment where ideas flourish.

P.S. In my spare time I dabble
in interior design

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key work experience

Mejuri | Apr 2023 - Present | Product Design Director

- Spearheaded visioning initiatives, shaping the annual strategy planning.
- Orchestrated the design execution of the e-commerce digital experience, elevating the brand's online presence.
- Collaborated with the brand team to craft impactful content strategies for campaigns and promotions.
- Mentored and developed a team of four, fostering a culture of creativity and excellence.
- Formulated and executed a comprehensive one-year strategy aligned with business objectives.
- Championed cross-functional collaboration for seamless omni-channel experiences.

Aritzia | Aug 2022-Apr 2023 | Experience Design Director

- Design Director for e-Commerce Digital Experience Team of 15
- Partnered with brand team to help deliver the e-Commerce 2.0 digital strategy and vision
- Responsible for driving e-Commerce sales and creating a seamless shopping experience throughout the shopping funnel
- Identified opportunities to solve customer problems and directed the team's UX solutions
- Manage career development of 4 direct reports
- Collaborated with cross-functional partners to deliver seamless customer and company value

Deloitte | Aug 2018-Aug 2022 | Experience Design Sr. Leader

Previous roles: Experience Design Manager | Sr. Consultant

- Led design strategy for high-profile engagements, consistently exceeding client expectations.
- Ensured the overall quality of concept, planning, and execution across multiple projects.
- Formed and led cross-functional teams, assembling talent for optimal project outcomes.
- Guided and developed a team of designers, instilling a culture of continuous improvement.

clients I've worked with

Aritzia, Chrysler, General Motors, Greenpeace, Hilton, Holt Renfrew, Jeep, Kia, Loblaw, Mejuri, Maserati, Orville Redenbacher's, President's Choice, Rogers, Shoppers Drug Mart

I've operated my own sportswear brand and currently manage an independent design consultancy on a freelance basis.

volunteer

Centennial College | Sep 2022- Present | Program Advisory Committee Member

- Curriculum advisory for the Fashion Business Management Program
- Guest Speaker

Clek | Jan 2017- Jul 2018 | Creative Lead

- Offered strategic creative oversight for all communications, emphasizing engagement objectives.
- Led the concept development, design, and implementation of a website redesign.
- Hired, mentored, and managed design staff, fostering a collaborative and innovative environment.

Hustle Originals | Sep 2014- Dec 2017 | Co-Founder

- Established a boutique, social media-led athletic lifestyle brand, including brand identity, photography art direction, and retail design.
- Conceptualized and executed original clothing articles, emphasizing originality and market appeal.

Sapient Nitro | Jun 2011- Mar 2015 | Associate Creative Director

Previous role: Senior Art Director

- Played a pivotal role in sales and business development, contributing to significant new business wins.
- Crafted and delivered persuasive sales presentations, showcasing brand and marketing expertise.
- Led teams across digital, experiential, and traditional channels, ensuring excellence in diverse formats and styles.

Organic | Jun 2009- Apr 2011 | Associate Creative Director

Previous role: Senior Art Director

MacLaren McCann | Nov 2001- Dec 2008 | Senior Art Director

education and certifications

IDEO U | Foundations in Leadership Certificate

Leading for creativity
Storytelling for influence
Cultivating creative collaboration

Deloitte U | Global Manager Milestone, Technology Senior Consultant Milestone

Deloitte | Market Gravity Academy, Agile Bootcamp

George Brown College of Applied Arts & Technology | Graphic Design & Advertising Diploma

Awarded best advertising of graduating class

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