

SUMMARY

Creative Director and multidisciplinary designer with 15+ years of experience shaping brand strategy, visual identity, and digital experiences for SaaS, technology, and marketing-driven organizations. Combines strategic thinking with hands-on execution, leading teams and creative systems that drive clarity, consistency, and measurable business impact.

CORE SKILLS

Idea Generation & Concepts

Uses a mix of creative experience and AI tools to develop ideas, concepts, and visual stories across digital and print platforms.

Art Direction & Graphic Design

Designs and leads cohesive visual systems for digital and print. Provides clear direction and mentorship to designers, motion artists, video editors, developers, illustrators, and photographers.

Communication

Communicates clearly with clients, executives, and boards. Experienced in pitching ideas, leading teams, and tying creative work to measurable results.

Technical Skills

Adobe Creative Suite (Illustrator, InDesign, Photoshop, Premiere Pro, After Effects), Figma, Web Design (HTML, CSS, WordPress), Video Production & Editing, AI-Assisted Concepting & Design

Additional Skills & Abilities

Creative Strategy, Brand Design & Development, Digital Marketing, Website & Content Strategy, Project & Asset Management, Copywriting & Editing, UI/UX Design, Email Marketing, Packaging Design, Print Production, Bilingual - English & French

EDUCATION

Advanced Graphic Design Diploma Georgian College
2007 - 2010

Business Communications University of Waterloo
2014 - 2018

CERTIFICATIONS & PROFESSIONAL DEVELOPMENT

BrandingNow, Future London Academy, 03.2023

User Experience, Google, 10.2022

Creative Operations, Future London Academy, 03.2022

RGD, Provisional Member, since 2016

FREELANCE EXPERIENCE

LCK Designs, Founder & Creative Director, since 2010

Delivering graphic design, production design, art direction, brand strategy, and design systems for startups, scale-ups, and established organizations across SaaS, technology, and consumer markets.

Current Clients

Art Director, Paige, since 02.2026

Senior Production Designer, OpenText, since 09.2025

Digital Designer, Symcor, since 04.2025

Digital Designer/Production Designer, Nerdio, since 02.2025

Additional Clients

Resonance UK | Carbide | UniSafety | TealBook | SpaceNorth | GTM Systems
Geeks2Meats | WorkLife Carpentry | Stock Marketing Inc. | DiRoNA

PERMANENT EXPERIENCE

Partner / Chief Creative Officer

Brandspot, 04.2024 - PRESENT

Shaping the creative vision of Brandspot, fostering an environment that promotes creativity, and ensuring that all creative efforts support the organization's goals and resonate with its audience.

Subject Matter Expert - Graphic Design

triOS College, 10.2023 - 12.2024

Led creation and instructional design for the Graphic Design course at triOS College through course materials, student mentoring, and design theory.

Multimedia Communications Specialist

Tourism Industry Association of Canada, 10.2023 - 06.2024

Visual storyteller and brand manager of communications with Members, Advocacy, Events, and Business Development.

Creative Director

Knak, 08.2022 - 07.2023

Led strategic creative direction and brand strategy while building and guiding a diverse creative team. Improved project efficiency by implementing clear KPIs and SOPs. Fostered strong team collaboration, resulting in a 150% increase in synergy and a 210% boost in web traffic.

Associate Creative Director, Digital Marketing

Herjavec Group/Cyderes, 03.2022 - 08.2022

Led digital campaigns with a focus on strategic design and content direction. Oversaw the creation of the Cyderes website using innovative approaches. Mentored contractors and designers to strengthen collaboration and team alignment.

Senior Multimedia Designer, 01.2021 - 03.2022

Additional Experience

Instant Brands | Graphic Designer/Production Artist | 02.2019 - 01.2021

Inbox Marketer | Senior Graphic Designer | 05.2015 - 01.2019

Nemcor Inc. | Graphic Designer | 03.2011 - 05.2015