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## 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

