

My goal is to find challenging and rewarding employment where I can make use of my skills in **user experience design, complex problem solving, workflow management, and design thinking**. In 2013, I made a career switch from software design to community development and am seeking a role with an organization that is building community resiliency in Guelph. In my recent experience, I have developed a strong passion for **communications, project management, and volunteer management**. I would love to continue using these skills to help an organization in Guelph grow to its full potential.

Skill Summary

Communications

- Exceptionally strong web skills including web development, blog management, social media management, and graphic design.
- Strong background in e-newsletter and social media communications including tools such as Facebook, Twitter, Hootsuite, Mailchimp, Wordpress, Hubspot, and more.
- Experience developing long and short term communication strategies, including full organization and market analysis as well as impact versus effort analysis.

Project Management

- Experience designing, developing, implementing, and supporting full life cycle projects from concept to completion covering a range of topics including human resources, urban food, local music, accounting, alternative currencies, and more.
- Strong skills in volunteer organization, event planning, long term program planning, and post project evaluation and reflection.

User Experience Design

- Over 10 years of designing for usability with a strong focus on end user experience, accessibility, and ease of use.
- Successful transition of design experience from software to community programming: usability runs on the same principles whether you are designing a flow chart or a workshop!

Work Experience

User Experience Designer – Innosphere SDG Ltd.

February 2016 - Present

- Design software solutions from concept to prototype including wireframes, front end development, feature design, and specifications
- Communicate with a variety of team members from business and development
- Focus on creating simple and effective solutions for large businesses

Creative Administrator - FLOW Office Wisdom

April 2015 – December 2015

- Worked with clients to help determine communication strategies and goals
- Designed and created websites, marketing material, posters, social media campaigns, and more
- Helped manage and administer projects for small and medium sized business
- Facilitated clients to streamline and focus their business

Communications Coordinator – eMERGE Guelph

February 2015 – July 2015

- Developed a year-long communication strategy including event coordination, online marketing and more
- Managed and improved eMERGE's web presence including website, social media, and online newsletter
- Worked with team members to explore new ways to reach community members and facilitated brainstorming session to think outside the box

Communication Coordinator – Transition Guelph

March 2014 – January 2015

- Developed a long term communications strategy looking to the future of the organization
- Managed blog, e-newsletter, and social media websites
- Supported all working group and project volunteers to promote activities with the community
- Tabled at community events, developed partnerships, and generally wore all hats!
- Fund raised within the TG community and sought out grant opportunities

Owner – Oaktree Media

2000 – May 2015

- Developed communication strategies to determine online media requirements
- Met with clients to develop concepts, layouts and content for websites
- Created look and feel of all website as well as all back-end development and coding
- Facilitated communications with customers, providing ongoing support and care
- Worked with other companies on web design and programming

User Experience Designer – TribeHR

July 2011 – June 2013

- Designed, wireframed, and created the user experience for TribeHR's award-winning software
- Drove feature development from concept to completion
- Employed creative strategies for problem solving HR pain points
- Brought big-picture user experience design into an agile environment

Workshops and Courses

An Introduction to Holocracy

Presented by Conscious Brands, this workshop gave a practical introduction a real-world tested "social technology" for structuring, governing, and running a purpose-driven, agile company.

Seeking Approval: Successful Grant Proposal Writing Steps & Strategies

Learning through a series of interactive exercises, workshop participants learned how to identify high-percentage granting opportunities and construct cases for support.

Food and The City (Online Course)

The aim of this free online course is to provide a holistic understanding of the core issues related to food in cities and other urban areas drawing on both academic research and practical examples in this fast developing area.

Relevant Courses Through SCAD Program

- Business & Professional Writing - Poster Design
- Applied Theory in Design - Promoting the Arts

- Raising Funds for Non-profit

Volunteer Experience

Guelph Resilience Festival - Event Coordinator

Since 2014, I have co-led the planning and execution of Transition Guelph's annual Resilience Festival. The week long celebration has included over 40 events and collaborated with over 10 different groups within Guelph to celebration community resilience in our city.

Chair of the Board of Directors - Transition Guelph

Meeting monthly, the Board of Transition Guelph is extremely active in supporting the growing and active volunteer led organization in activities focused on making Guelph a more resilient city in the face of global issues like climate change and peak oil. Board activities include policy management, volunteer support, fundraising initiatives, communications, and more.

Ignatius Jesuit Centre - Board Meeting Note Taker (2015)

I helped at Ignatius Jesuit Centre by taking meetings at the board meetings, providing photocopies or relevant board notes, and other assistance as necessary.

Education

Master of Fine Arts, Interactive Design

2009 – 2016 - Savannah College of Art and Design – eLearning

Website Design, Development, and Maintenance

Summer 2004 - Humber College – Toronto, Ontario

Bachelor of Arts – Sociology and Philosophy

2000 – 2004 - University of Guelph – Guelph, Ontario