

My main objective is to sharpen & grow my creative and product management skills in a company that focuses in working on cutting edge technology, innovative customer solutions & exciting projects in technology & the digital space.

HIGHLIGHTS OF QUALIFICATIONS

- Over 8 years of experience in product design & development working as a Designer, Project Manager & Marketer.
- Strong organizational skills, project management, sales & marketing experience & multi-tasking capabilities.
- Effective & cheerful communicator with expertise in customer service, design & brand development.
- Experience in entrepreneurial ventures founding the National NFP Sports Organization; *Calisthenics Canada*
- Problem solver, hard worker & creative thinker with experience in the digital space & emerging tech.
- Knowledge & understanding of social media channels, trends & advertising platforms like Google & Facebook.
- Self-motivated to work independently & equally effective as a team member.
- Experience in Adobe Creative Suite with skills in Illustrator, InDesign, Photoshop & Premiere Pro.
- Extensive computer skills that include: MS Office, Google Suite, Canva, Shopify, Wordpress, Zoom, Asana & Figma.
- Fluent in English and Spanish in both professional & casual settings.

PROFESSIONAL EXPERIENCE

2020-Present **Graphic Designer & Project Coordinator** Toronto, Canada
Royal LePage Signature Realty

- Develops branding and identity for over 80 Real Estate Agents from concept to completion.
- Manages multiple graphic design projects to fall in line with Agents marketing plans across 3 Toronto branches.
- Implements company-wide workflows and systems for efficiency, quality & remote collaboration.
- Delivers high quality customer service while providing exceptional design work with over 30 weekly projects.

2018-2019 **Community Manager** Toronto
RYU Apparel (Respect Your Universe)

- Developed more than 50 local marketing experiences that forged community & culture in the brand in Toronto.
- Directed experiential & visual projects with companies like Goodlife that increased brand exposure & awareness.

2016-2017 **Brand & Marketing Developer** Toronto
Body By Chosen, Inc

- Created marketing & advertising campaigns for brand exposure & awareness across 3 locations in Toronto & Montreal.
- Organized & coordinated events along with other brands like Nike, Reebok & Vector to elevate brand experience.

2012-2015 **Graphic Designer & Project Manager** Burlington, Canada
VZiON Designs

- Developed over 200 graphic design projects for more than 40 clients based on digital & print needs.
- Managed time lines of assignments to complete compelling designs for companies like CACD, Fieldchem & more.

ENTREPRENEURIAL EXPERIENCE

2017-Present **Founder & Head Coach** Toronto
Train HRDR
www.trainhrdr.com

- Leads the brand development & identity from start to finish focusing on marketing, lead generation & sales.
- Develops the Train HRDR mobile app, website & advertising channels to help hundreds reach their fitness goals.
- Creates fitness programs for 100+ clients through the Train HRDR mobile app, group classes & personal training.
- Collaborates with brands like Dose, JedNorth & New Balance to elevate brand exposure & reputation.

2016-Present **President** Toronto
Calisthenics Canada - National Non-For-Profit Sports Organization
www.calisthenicscanada.com

- Strategizes founding & development of the Organization with aims of becoming a National Sport Federation.
- Grows awareness & community by organizing 50+ events like meetups & workshops with hundreds of attendees.
- Establishes relationships with brands like Lebert, Rise Kombucha & Thenx to sponsor & support events.
- Organizes 2+ yearly National competitions for athletes across Canada collaborating with other world Federations.

EDUCATION

2013-2013 **Otis College of Art & Design** Los Angeles, California, USA

- Mobility Exchange Program for Spring Semester
- End of the year Senior Show design & developing volunteer

2010-2014 **OCAD University** Toronto

- Four Years of Environmental Design
- First year student & studio monitor
- Urban Ecologies 2013 Conference Volunteer

OTHER SKILLS & QUALIFICATIONS

- Extensive development of brand identities & visual image for small and mid size companies.
- Understanding of space and design with experience in Real Estate, Apparel, Health & Wellness & Tech.
- Great knowledge in cutting edge design & tech trends
- Experience in entrepreneurial ventures through the involvement in development of over 5 brands including small businesses, non-for-profit organizations & mid size companies.
- Skilled in sketching, idea development, brainstorming & prototyping tools like Procreate & Sketch.

AWARDS

- 1st Place in Architecture/Landscape/Interiors Spring 2013 Charrette Competition
Otis College of Art and Design, Los Angeles, California
- 2008 St. Aloysius Gonzaga Secondary School Honour Roll