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## About Me

I am a designer and researcher who believes that asking the right questions and consistent, informed iteration are the keys to great creation. I am experienced in branding, design and social innovation. Most recently, I have collaborated on several research projects with a focus on structural change in education and entrepreneurial culture. Above all, I value innovation that creates opportunity and equity for all.

## Education

### OCAD University

Toronto, Ontario  
2020 Master of Design, Digital Futures

### Parsons School of Design

New York, New York  
2008 Bachelor of Fine Arts, Photography

## Skills

Product Management  
Project Management  
Workshop Facilitation  
UX/UI  
Branding  
HTML/CSS  
Adobe Creative Suite  
Photography  
Wireframing  
Virtual Reality  
Creative Technology

## Work Experience

### Researcher on The Fifth Wave Initiative Super Ordinary Lab - April 2020 to present

- + Created a base interview protocol and data gathering system that is being used to understand the growth of the five year projected timeline of The Fifth Wave, Canada's first feminist entrepreneurship incubator.
- + Conducted individual and group interviews with the cohorts.
- + Gathered and analyzed facilitated group dialogue and individual interviews to understand how a feminist incubator might better support entrepreneurship and growth with a values-based mindset.

### Researcher on The Pandemic Effect Super Ordinary Lab - August 2020 to February 2021

- + Analyzed quantitative data gathered from a sample of business owners in Southern Ontario to understand the emerging trends and drivers as the COVID-19 pandemic progressed.
- + Co-designed and facilitated two workshops with small business owners to create future forward strategies for entrepreneurs.
- + Designed a set of STEEP+V game cards intended for use in ideating solutions for the many complex issues that are facing entrepreneurs in this pandemic.

### Research & Design Consultant on EFECT McMaster University - February 2019 to present

- + Lead designer for a 150+ page workbook and website of a multi-year research project that created an anti-oppression, feminist, digital media literacy curriculum for high school students and teen support programs.
- + Structuring timelines and project scoping for the work with a large team based across Canada.

### Production Manager & Lead Screenprinter Kid Icarus - 2017 to 2020

- + Managed client relations, design and the daily flow of internal projects for a fine art screen printing business.
- + Later transitioned to lead screen printer to manage large run productions for music festivals, the Polaris Prize and various fine artists.

### Graphic Design & Art Direction African Bronze Honey - 2015 to 2017

- + Worked as part of a small team in this start-up through very high growth period of a B Corp social enterprise. Developed the company's brand image, identity, and product line.
- + Additionally, set up a sales funnel to identify, generate, and develop sales through B2B and B2C channels.