

ABOUT ME

With over 15 years in design, marketing and project management - and six as Lead Designer in the nonprofit space - I create strategic, accessible digital experiences that are both visually striking and built to last. My work has directly helped NGOs raise millions in fundraising dollars, proving that thoughtful design drives measurable real-world impact.

I bring creative energy, leadership and a deep commitment to excellence. Known for my loyalty, precision and collaborative mindset I thrive in team environments. I embrace feedback and know that the creative process is rarely linear - but always worth it.

SKILLS

Concept brainstorming
Creative strategy & campaigns
Client & project management
Branding & identity
Information Architecture
Wireframing & prototyping
Design systems & specs
Responsive design
Web Accessibility
Email design
Ad & marketing design
HTML & CSS
Print design
Photo editing
Confident presenter
Nonprofit & for profit experience

TOOLS

Figma & Sketch
Adobe Creative Suite
Slack
Cloud storage
Smartsheet
Trello, Clickup
AI (Discord, Chat GPT)
Social media
Blackbaud Luminate Online
Engaging Networks
Mailchimp
Wordpress
Canva

References available

WORK EXPERIENCE

Yeeboo Digital

Lead Designer | Remote | 2019 - Present

- Passionately leads immersive discovery sessions with nonprofit organizations, establishing goals, translating audience insights and determining clear functional requirements into beautiful designs that push client fundraising goals into the millions.
- Experienced UX/UI designer specializing in wireframing and crafting WCAG accessible, responsive interfaces - including websites, landing pages, donation forms and marketing campaign assets - optimized for all devices and built for platforms such as Wordpress, Blackbaud Luminate Online and Engaging Networks.
- Works and communicates daily amongst a talented remote agency team of project managers, designers, developers and clients stakeholders to deliver high quality work within tight scopes, changing client needs and quick timelines.
- Leads the development of Yeeboo Digital's collaborative design process, introducing reusable templates, functional specs, streamlining workflows and evolving practices through ongoing client and team feedback. Regularly presents design work and guides clients through iterative rounds of review and refinement.

Web Design & Marketing Coordinator | Prince Edward County, ON | 2013 - 2019

- Experienced system administrator for Blackbaud Luminate Online, account managing and supporting many national non-profit clients through large scale projects such as email and marketing campaigns, reactive support service retainers and website builds.
- Led the international web presence for Covenant House's annual Sleep Out campaign, managing TeamRaiser platform needs, coordinating stakeholder check-ins and providing ongoing support for a multi-million dollar fundraising initiative.
- Versatile digital professional with many years of hands-on experience in WordPress, Adobe Creative Suite, email creation and design, basic front-end development (HTML & CSS) that supported a wide range of digital projects.

Nottawasaga Inn Resort

Graphic Designer & Marketing Assistant | Alliston, ON | July 2012 - June 2013

- Designed and updated a wide range of promotional materials for the resort - including posters, flyers, banners, tickets, web and email assets - ensuring brand consistency across all touchpoints.
- Coordinated day-of logistics and planning for large-scale resort events, while supporting offsite brand representation at trade shows and special promotions.
- Created and coded targeted HTML email campaigns and newsletters, aligning deployment with digital marketing strategies to reach key audience segments.

EDUCATION

Accessibility Design, Certificate | Memorisely, Remote | 2022

Event Management Post-Graduate Program | Georgian College, ON | 2011-2012

Web Animation & Design Diploma | Georgian College, ON | 2008-2010