

Justine Pitcher

VISUAL DESIGNER

pitcherdesigns.com | 613-438-4025 | justine@pitcherdesigns.com | Frankford, Ontario

Designer and project lead with 15 years of experience working with both nonprofit and for-profit clients. I've spent 12 years in the nonprofit sector, six as Lead Designer, where my work has directly helped NGOs raise millions through design that's strategic, accessible and built to convert. From landing pages and donation flows to full websites and marketing campaigns, I bring creative vision, technical expertise and a collaborative approach to every project. I thrive in iterative, team-driven environments where design makes real life impact.

KEY SKILLS

- Creative strategy & campaigns
- Client & project management
- Branding & identity
- Information architecture, wireframing & prototyping
- Design systems & specs
- Responsive web design
- Accessible web design
- Nonprofit & for profit experience
- Email design
- Ad & marketing design
- Light HTML & CSS
- Print design
- Photo editing
- Canva
- Confident presenter
- Remote workspaces

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 wire-framing 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.

Leads the development of Yeeboo Digital's collaborative design process, developing reusable templates, functional specs, streamlining workflows and evolving practices through ongoing client and team feedback. Regularly presents design work and guides team and clients through iterative rounds of review and refinement.

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.

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 Blackbaud TeamRaiser platform needs, coordinating stakeholder check-ins and providing ongoing support for a multi-million dollar fundraising initiative.

Digital professional with hands-on experience in WordPress, Adobe Creative Suite, email design, and front-end coding (HTML & CSS), creating websites, campaigns and digital experiences that drive donations and support organizational goals.

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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 touch points.

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.

Pitcher Designs

Owner | Frankford, ON | May 2012 – Present

Generates leads, consults and cultivates positive customer relationships with proactive and knowledgeable project management.

Develops graphic and web design materials such as business cards, websites and flyers to consistently uphold a current or create a new overall brand for a variety of small businesses.

Designs, develops, codes, and supports copywriting for client's websites as required.

Manages and advises on the hosting of client's websites and provides website support and training post launch.

TOOLS

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| • Figma & Sketch | • Canva |
| • Adobe Creative Suite (Photoshop, Illustrator, Premiere Pro) | • Mailchimp, Constant Contact |
| • Slack | • Clickup, Asana |
| • Wordpress | • AI - Discord, Chat GPT |
| • Cloud storage - Dropbox, WeTransfer | • Social media |
| • Smartsheet | • Blackbaud Luminate Online |
| • Trello | • Engaging Networks |

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