

# Justine Pitcher

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## VISUAL DESIGNER

pitcherdesigns.com • 613-438-4025 • justine@pitcherdesigns.com •  
linkedin.com/in/justine-pitcher • Frankford, Ontario

Designer and project lead with 15 years of experience working across charitable and for-profit sectors. For the past 12 years, I've focused on the nonprofit space, six as Lead Designer, where my work has directly helped organizations raise millions of dollars in revenue through design that's strategic, accessible and built to convert. From landing pages and donation flows to full websites and campaigns, I bring creative vision, technical expertise and a collaborative approach to every project. I thrive in iterative, team-driven environments where thoughtful design makes real-world impact.

### KEY SKILLS

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

### WORK EXPERIENCE

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#### Yeeboo Digital

##### Lead Designer | Remote | 2019 - September 2025

Led in-depth discovery sessions with nonprofit organizations to define goals, establish clean information architecture, define creative briefs if required, uncover audience & user insights and translate complex organizational needs into clear functional designs that helped drive millions in fundraising dollars.

Experienced UX/UI designer specializing in wire-framing, prototyping and creating WCAG-compliant, responsive interfaces from websites and landing pages to donation forms and campaign assets that are optimized across devices and built for CMS platforms such as WordPress and B2B SaaS technology Blackbaud Luminate Online and Engaging Networks.

Developed Yeeboo Digital's collaborative design process, creative briefs, creating reusable templates (for donation forms, tiered website options, marketing landing pages, email and paid ad design), functional specs, streamlining workflows and evolving practices through ongoing client and team feedback. Also provided mentorship to a junior designer, guiding skill development, training and supported consistent design standards.

Worked and communicated 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. Regularly presented design work and guided team and 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 Blackbaud TeamRaiser platform needs, coordinating stakeholder check-ins and providing ongoing support for a multi-million dollar fundraising initiative.

Led campaign ideation and guided clients through creative direction, copywriting, and aligning design, messaging, and

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strategy, working within existing brand systems while suggesting enhancements or additions to brand guidelines to ensure cohesive, impactful marketing initiatives.

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, create brand recognition and support organizational goals.

### **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. Supported all offsite brand representation at trade shows, external resort contact points and special promotions for overall cohesiveness.

Executed HTML email campaigns by designing and coding emails 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 to steward client relationships and build trust.

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. Often works with outside vendors.

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 Luminare Online   |
| • Trello                                                      | • Engaging Networks           |

## EDUCATION

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**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