

ABOUT

I am a creative professional well-versed in visual communication, art direction, and graphic design.

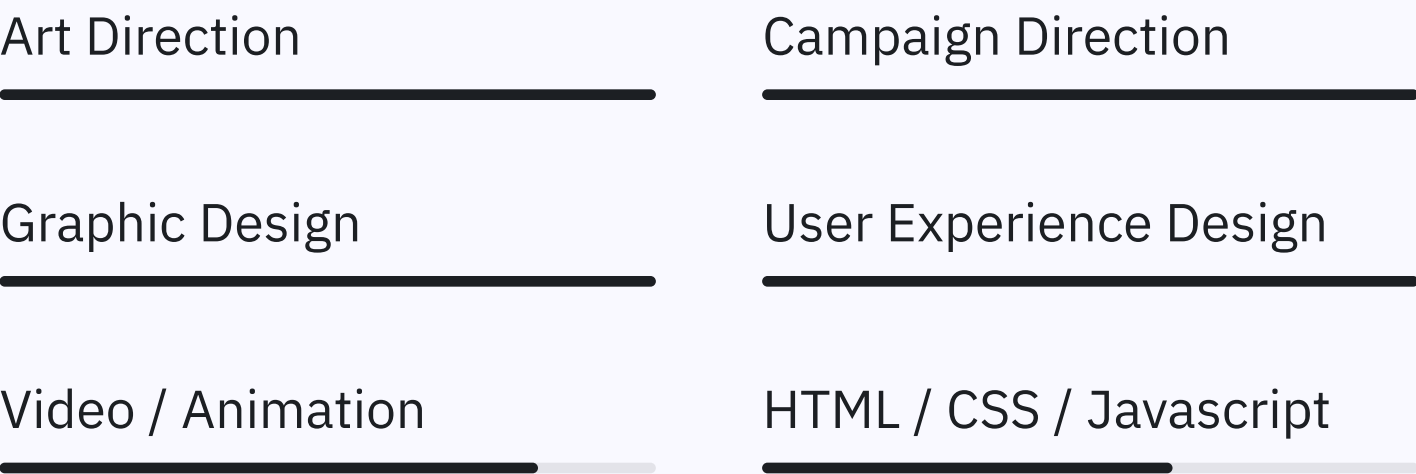
A high-performing project leader and collaborator with a proven history of executing 360° campaigns across all touch-points.

I also have extensive experience overseeing and collaborating with UX/UI and web development teams on complex interactive tools and consumer journeys.

SOFTWARE

- Figma
 - InDesign
 - Photoshop
 - Illustrator
 - Adobe XD
- After Effects
 - Coda
 - Adobe Creative Suite
 - Google Workspace
 - Microsoft Office Suite

SKILLS



HISTORY

2017 - 2025

ARC’TERYX

Art Director / Senior Graphic Designer

- Led internal teams and agencies in the development of omni-channel campaigns and experiences
- Oversaw the conceptualisation, ideation, and production of static, motion and interactive assets

2006 - 2017

ARC’TERYX

Senior Manager, Digital Creative & User Experience

- Supervised the digital creative and interactive team, as well as supporting digital agencies
- Ensured quality and brand consistency across all digital touch-points through timely execution and strong visual direction

2000 - 2006

FREELANCE

Branding, Design, Marketing & Web Development

- Ran a one-stop-shop offering a full range of services including branding, logo design, advertising, print design, web design and web development

AWARDS

APPLIED ARTS DESIGN AWARDS

CONSUMER PRODUCTS 2024

“The site presents two runners on the Sea-to-Sky corridor. Their stories highlight elevation and distance run, and themes of immersion in landscape, through dense forests, steep inclines, and alpine terrain with an emphasis on pushing personal boundaries, and appreciating nature.”

In partnership with Pound & Grain.

APPLIED ARTS DESIGN AWARDS

CONSUMER PRODUCTS 2018

“Arc’teryx created content for their 2017 Fall lookbook by visiting Revelstoke, BC and Oslo, Norway. For the digital experience two explorative journeys seamlessly integrated photography, video, and product information.”

In partnership with Pound & Grain.

CSS DESIGN AWARDS

SPECIAL KUDOS 2015

“In March 2015 Arc’teryx, launched their first-ever footwear collection. As part of an integrated marketing initiative for this product launch an immersive digital experience was created that melded x-ray photography with interactive elements.”

In partnership with Pound & Grain.