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My goal is to find challenging and rewarding employment where I can make use of my skills in **user experience design, complex problem solving, workflow management, and design thinking**. In 2013, I made a career switch from software design to community development and brought my skill set to organizations that build community resilience in Guelph. In my recent experience, I have developed a strong passion for **communications and project management, and volunteer management.**

Skill Summary

Communications

• Exceptionally strong web skills including web development, blog management, social media management, and graphic design.
• Strong background in e-newsletter and social media communications including tools such as Facebook, Twitter, Hootsuite, Mailchimp, Wordpress, Hubspot, and more.
• Experience developing long and short term communication strategies, including full organization and market analysis as well as impact versus effort analysis.

Project Management

• Experience designing, developing, implementing, and supporting full life cycle projects from concept to completion covering a range of topics including human resources, urban food, local music, alternative currencies, and more.
• Strong skills in volunteer organization, event planning, long term program planning, and post project evaluation and reflection.

User Experience Design

• Over 10 years of designing for usability with a strong focus on end user experience, accessibility, and ease of use.
• Deep love of exploring new ideas and concepts, and backing them up with solid user testing
• Successful transition of design experience from software to community programming: usability runs on the same principles whether you are designing a flow chart or a workshop!

Work Experience

Owner – Oaktree Media

2000 – Present
• Develop communication strategies to determine online media requirements
• Meet with clients to develop concepts, layouts and content for websites
• Create look and feel of the site as well as all back-end development and coding
• Facilitate communications with customers, providing ongoing support and care
• Work with other companies on web design and programming

User Experience Designer - Innosphere SDG Ltd.

February 2016 - February 2017
• Designed software solutions from concept to prototype including wireframes, front end development, feature design, and specifications
• Communicated with a variety of team members from business and development
• Focused on creating simple and effective solutions for large business problems

Creative Administrator - FLOW Office Wisdom

April - December 2015
• Work with clients to help determine communication strategies and goals
• Design and create websites, marketing material, posters, social media campaigns, and more
• Help manage and administer projects for small and medium sized business
• Facilitate clients to streamline and focus their business

Communication Coordinator - eMERGE Guelph

February - July 2015
• Developed a year-long communication strategy including event coordination, online marketing, and more
• Managed and improved eMERGE's web presence including website, social media, and online newsletter
• Worked with team members to explore new ways to reach community members and facilitated brainstorming sessions to think outside the box

Communication Coordinator – Transition Guelph

March 2014 – January 2015
• Developed a long term communications strategy looking to the future of the organization
• Managed blog, e-newsletter, and social media websites
• Supported all working group and project volunteers to promote activities
• Tabled at community events, developed partnerships, and generally wore all hats!

User Experience Designer – TribeHR

July 2011 – June 2013
Designed, wireframed, and created the user experience for TribeHR's award-winning software
• Drove feature development from concept to completion
• Employed creative strategies for problem solving HR pain points
• Brought big-picture user experience design into an agile environment

Volunteer Experience

Founder - Two Rivers Learning Commons

2018 - present
I started up an alternative learning initiative in the Two Rivers Neighbourhood Group. The Two Rivers Learning Commons is a resource centre and alternative education that aims to create a safe, nurturing environment where children and youth have access to the resources they need to follow their curiosity and passions, allowing them the freedom to explore the world unfettered by traditional academic expectations. We do this by providing resources and staff support for students to pursue their interests without a curriculum. I continue to volunteer as staff at the Commons.

Steering Member - Two Rivers Neighbourhood Group

2018 - present
I sit on the steering committee for my local neighbourhood group which is part of the Guelph Neighbourhood Support Coalition.

Coordinator - Guelph Resilience Festival

2014 - 2016
I led the planning and execution of Transition Guelph's annual Resilience Festival. The week long celebration has included over 40 events and collaborated with over 10 different groups within Guelph to celebrate community resilience in the city.

Chair of the Board of Directors - Transition Guelph

2014 - 2018
Meeting monthly, the Board of Transition Guelph is extremely active in supporting the growing and active volunteer-led organization in activities focused on making Guelph a more resilient sity in the face of global issues like climate change and peak oil. Board activities include policy management, volunteer support, fundraising and grant writing, communications, and more.

Education

Master of Fine Arts, Interactive Design

2010 - 2015, Savannah College of Art and Design - eLearning

Website Design, Development, and Maintenance

Summer 2004, Humber College - Toronto, Ontario

Bachelor of Arts – Sociology and Philosophy

2000 - 2004, University of Guelph - Guelph, Ontario