

PROFILE

- Experienced designer for adult training courses
- Certificate in web design, solid knowledge of HTML, CSS and basic JavaScript
- Solid working facility with Adobe Creative Suite
- Proven background in marketing and business development
- Strong conceptual aptitude with a flair for storytelling
- Extremely capable business writer for newsletters and marketing campaigns
- Published fiction writer and illustrator

PERSONAL SKILLS

Special knack for making complex concepts easy to understand

Great listener, communicator and problem solver

SOFTWARE

Dreamweaver
Xara
Illustrator
Photoshop
CorelDraw
Captivate
Microsoft Word /Office Tools
PowerPoint
Sharepoint

EDUCATION

Certificate in web design

Sheridan College, Oakville, ON
Completion Spring 2018

Certificate in corporate communications

Humber College, Toronto, ON
Completion Spring 2018

Registered health underwriting designation

ADVOCIS | Completion 2013

Diploma in illustration and graphic design

Sheridan College, Oakville, ON

WORK EXPERIENCE

Instructional designer

Sun Life Financial, Waterloo, ON | 04-2014 to 04-2016

* Received a P4 commendation (Partnership, Passion and Performance) May 2015

- Written and visual content for recruiting campaigns
- Built online courses for adult training modules
- Built technical art for intranet pages
- Wrote for intranet pages

Insurance marketing consultant

Manulife Securities, Burlington ON | 08-2003 to 05-2013

- Produced and wrote a monthly e-newsletter, for three years
- Performed market research, quotations and strategic product positioning for 1,200 advisors across Canada
- Contributed to sales growth for business development team

Freelance illustrator and designer

Home office, Burlington ON | 1998 to 2008

- Created illustrations for posters, workbooks, book covers and book interiors, concept, design and final rendering. Publishers Dundurn Press Ltd and Harcourt Brace Canada



PUBLISHED WORKS (partial list)

Four short stories included in:

***A Slice of Life Anthology*, publication date March 2018**

- Music in the brush - Don Graves
- I keep the phonebook in the oven - Eunice Porritt
- A different kind of gardener - Gary Wayne Peters
- The light of surgery - Dr. Mahmood Mazhar

Picture books, contribution as the illustrator

- My mannequins, publication with Dundurn Press Ltd
- Yesterday's santa and the chanukah miracle, publication with Dundurn Press Ltd

Anthologies, contribution as the illustrator

- Muslim child, publication with Dundurn Press Ltd and Albert Whitman & Co
- Many windows, publication with Dundurn Press Ltd

Workbooks and posters, contribution as the illustrator

- Windows on the past, publication with Harcourt Brace Canada
- Heros, publication with Harcourt Brace Canada
- Celebrations, publication with Harcourt Brace Canada
- Mechanical minds, publication with Harcourt Brace Canada

Blogs written for boardroommetrics

- Lateral thinking: Every writer's resource (boardroommetrics) <https://bitly.com/PGVSoF>
- Be a better business writer: Use lateral thinking (boardroommetrics) <https://bit.ly/2E4eQ0A>
- Why a writer's craft is only half the story (boardroommetrics) <https://bit.ly/2le10Lm>
- Nine ways to boost lateral thinking for writers (boardroommetrics) <https://bit.ly/2lej8Vy>

Blogs written as part of the web design program at Sheridan College

<https://insitefordesigners.wordpress.com/>

- The story of Storybird.com (Insite: From the field)
- form&affect, A little gem to keep on your radar (Insite: From the field)
- A fresh look at the business side of working for yourself (Insite: From the field)

