



ABOUT ME

An innovative Designer specializing in branding and digital design. Geoff is fluent in Adobe CC, and Figma, and possesses exceptional writing, communication, and presentation skills. He has a passion for branding, strategy, and digital design. Geoff is a detail oriented and resourceful creative, with a drive to solve problems and find out how things work.

CORE COMPETENCIES

Branding/Identity	Strategy	InDesign
UI design	Typography/Layout	Illustrator
UX design	Storyboarding	Photoshop
Editorial design	Prototyping	Figma

EDUCATION

2023

User Experience Research & Design Specialization  
University of Michigan, Coursera

2013–2016

Graphic Design, Advanced Diploma  
Humber College, Toronto, ON

2008–2012

Marketing Management, Bachelor of Commerce  
University of Guelph, Guelph, ON

EMPLOYMENT HISTORY

August 2024–Present	<div>Digital Designer</div> <div>Ontario Securities Commission, Toronto ON</div> <div><ul style="list-style-type: none"><li>Oversaw and managed all design initiatives within Investor Office department and GetSmarterAboutMoney.ca</li><li>Leveraged analytics to continuously improve web traffic and KPIs</li><li>Projects included web design, tool and calculator UI, email marketing, organic and paid social media campaigns, video/animation, etc.</li></ul></div>
June 2024–August 2024	<div>Senior Digital Designer</div> <div>Rise Branding, Toronto ON</div> <div><ul style="list-style-type: none"><li>Used UX techniques including user flows, personas &amp; wireframing to create well-informed designs</li><li>Established agency processes &amp; software for digital projects</li><li>Projects including web design, platform UI, email marketing, etc.</li></ul></div>
April 2019–May 2024	<div>Intermediate Designer</div> <div>Rise Branding, Toronto ON</div> <div><ul style="list-style-type: none"><li>Collaborated with clients to develop print &amp; web projects from concept to execution</li><li>Client industries included science &amp; technology, telecommunication, aerospace &amp; corporate governance</li><li>Projects included branding, web design, traditional/digital advertising, social media, icon design, illustration, etc.</li></ul></div>
Nov 2017–March 2019	<div>Graphic Designer</div> <div>Roots, Toronto ON</div> <div><ul style="list-style-type: none"><li>Developed and maintained brand standards</li><li>Designed products and packaging for merchandise &amp; promotions</li></ul></div>
May 2016–Sept 2017	<div>Graphic Designer/Digital Designer</div> <div>Brand &amp; Mortar, Toronto ON</div> <div><ul style="list-style-type: none"><li>Designed and developed websites using Wordpress and other CMS</li><li>Projects included print and web from concept to execution</li></ul></div>