



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

|                     |                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                               |
|---------------------|---------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| Aug 2024–Sept 2025  | <div>Digital Designer</div> <div>Ontario Securities Commission, Toronto ON</div> <div><div><div></div><div>Oversaw and managed all design initiatives within Investor Office department and GetSmarterAboutMoney.ca</div></div><div><div></div><div>Leveraged analytics to continuously improve web traffic and KPIs</div></div><div><div></div><div>Projects included web design, tool and calculator UI, email marketing, organic and paid social media campaigns, video/animation, etc.</div></div></div>  |
| June 2024–Aug 2024  | <div>Senior Digital Designer</div> <div>Rise Branding, Toronto ON</div> <div><div><div></div><div>Used UX techniques including user flows, personas &amp; wireframing to create well-informed designs</div></div><div><div></div><div>Established agency processes &amp; software for digital projects</div></div><div><div></div><div>Projects including web design, platform UI, email marketing, etc.</div></div></div>                                                                                    |
| April 2019–May 2024 | <div>Intermediate Designer</div> <div>Rise Branding, Toronto ON</div> <div><div><div></div><div>Collaborated with clients to develop print &amp; web projects from concept to execution</div></div><div><div></div><div>Client industries included science &amp; technology, telecommunication, aerospace &amp; corporate governance</div></div><div><div></div><div>Projects included branding, web design, traditional/digital advertising, social media, icon design, illustration, etc.</div></div></div> |
| Nov 2017–March 2019 | <div>Graphic Designer</div> <div>Roots, Toronto ON</div> <div><div><div></div><div>Developed and maintained brand standards</div></div><div><div></div><div>Designed products and packaging for merchandise &amp; promotions</div></div></div>                                                                                                                                                                                                                                                                |
| May 2016–Sept 2017  | <div>Graphic Designer/Digital Designer</div> <div>Brand &amp; Mortar, Toronto ON</div> <div><div><div></div><div>Designed and developed websites using Wordpress and other CMS</div></div><div><div></div><div>Projects included print and web from concept to execution</div></div></div>                                                                                                                                                                                                                    |