

www.visualhorticulture.ca

## EXPERIENCE

February 2003 – present

**Visual Horticulture** – Newmarket, ON

*Business owner, offering design consultation and creative services, including:*

- » *web design*
- » *corporate identity and package design*
- » *information / communication / editorial design*
- » *motion graphics / video*

*Freelance relationships with studios **Mindshape Creative Marketing + Design,***

***Henry Design** and **Karen Lim Design** have included work for clients including:*

- » *Credit Union Central of Canada – bilingual communication materials*
- » *LCBO – Food & Drink magazine and bilingual communication materials*
- » *Pitney Bowes – bilingual brochures and operating guides*
- » *Power Shoes – product catalogue*
- » *Roots Canada Ltd. – licensee style guide and collateral*
- » *Scott Paper – bilingual brochures and web pages*
- » *Woodbridge Group – trilingual newsletter (English, Spanish, Portuguese)*

October 2002 – May 2004

**Verso Magazine**, design annual – Toronto, ON

*Co-Editor-in-Chief from May 2003 to May 2004*

*Copywriting, editing, design and administration of design magazine*

April 2000 – May 2002

**The Bay**, Upper Canada Mall – Newmarket, ON

*Manager of customer service and point-of-sale department*

## EDUCATION & PROFESSIONAL ACCREDITATION

2000 – 2004

**York/Sheridan Joint Honours Bachelor of Design** – Toronto, ON

*Elected Co-Chair of the 2004 Grad Show at the Design Exchange.*

*Graduated cum laude and member of Dean's Honour Roll.*

*Achieved Professional Certificate of Digital Design.*

**Active Provisional Member of the Registered Graphic Designers of Ontario.**

**Ongoing attendance of professional development workshops.**

*St. John Ambulance Certified in Standard First Aid and CPR Level C.*

## PASSIONATE ABOUT

- » **Serving people** and making a difference
- » Language and **communication**  
*(fluent **Mandarin** speaking, good command of **French**, working on **Spanish**)*
- » Detail refinement and **excellence**