

I'm Graham — a **Product and Web Designer** with a passion for creating unique, fun to use experiences. I love to focus on even the smallest details of everything I work on, in order to create lasting impressions. Usually, I find myself wearing a number of hats in order to contribute to everything from the UX, to the branding, to the motion design, and even some front-end development. ✦

## Technical Skill

- Thoroughly experienced with the full Adobe Suite, and Figma
- Strong understanding of After Effects, Cinema 4D, and other motion design and 3D software
- Front-end web development and prototyping capabilities

## Design Proficiencies

- **Strong design solving skills**  
I appreciate the puzzle-like nature of design, and being able to find the one, best-fitting solution for a web of intertwined problems.
- **Exceptionally creative**  
I've designed entire brand systems, real-time 3D navigation experiences, and creative suites — a wide breadth of experience that informs every design, user feel, and creative decision I make.
- **Attentive to every detail**  
I extensively plan my design solutions, to the extent that I will develop my own front-end to ensure that not only am I creating unique solves to complicated issues, but creating things that are a joy to use.

## Work Experience

### Designer, 10C Shared Space

July 2024 – November 2024 (4-month contract)

10C

- Refreshed the 10C brand; including new brand guidelines, layouts, posters, placemaking graphics, and material to aid ongoing promotional work
- Designed the Placemaking Toolkit—a 30-page handbook outlining tools and methods for individuals to implement placemaking initiatives

### Senior Product Designer, MappedIn

2019 – 2023

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- Researched, user-tested, and designed full refreshes of both consumer-facing products, including a 3D navigation touchscreen directory with multi-floor and inter-building capabilities, and a web/mobile version of the same
- Worked directly with development to facilitate the implementation of complex designs, occasionally aiding with front-end development for POC features
- Met with customers to research, discuss, propose, and validate feature requests
- Contributed to the design of a full creative suite for map design, implementing the tools that would allow any user to pickup and create full 3D maps and from malls to stadiums, with amenities and location information

### Designer, Alert Labs

2017 – 2019

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- Establishing and building the Alert Labs brand from only the initial logo and extending it across all forms of marketing material, including packaging, product pages, instruction manuals sales guides, advertisements, and trade show materials
- Designing and templating a modular design system for the new website and online store, to optimize the conversion rate while working within quick turnaround times to meet the demands of partnered companies, and campaigns

### Visual Designer, Christie Digital

2015 – 2017

CHRISTIE

- Interaction and primary UI designer on the Spyder Control Suite — a video processor and source monitor with applications in live broadcasting, large-scale events, concerts, stadiums, and digital signage, among others.
- UI designer on the Cinelife theatre management suite, controlling projectors for content management, scheduling, system health, laser management, and more
- Established a comprehensive Style Guide for Christie software, defining cross-platform guidelines including iconography, typography, palettes, UI controls, etc.
- Developed prototypes for complex controls to more effectively communicate workflow, intent, and states to the developers and across teams

## ***Associations***

### **Association of Registered Graphic Designers**

**2012 – present**

Provincial RGD Member

## ***Professional Development***

### **Design Thinkers Conference**

**2014, 2016**

International speakers on a variety of topics spanning graphic, web, and product design

## ***Education***

### **Advanced Diploma, Graphic Design**

**2012 – 2015**

Conestoga College, Kitchener, Ontario

References are available upon request