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As a natural leader, designer, educator, artist, and explorer, I am driven to collaborate with teams that uphold ambitious standards, champion innovation and creativity, and prioritize inclusivity through collaborative and co-creative practices. My work has fostered dynamic opportunities within the art and design education community, building meaningful partnerships and impactful projects with key collaborators.

2023 to February 2026
Haliburton School of Art and Design
Fleming College

Haliburton (Canada)
hsad.ca

FLEMING
Haliburton School
of Art + Design

Dean of the Haliburton School of Art and Design (HSAD)

- Academic quality supervision, quality reviews and new program development
- Academic operations supervision with chairs, coordinators, faculty and students
- Continuing education (CE) development and programming
- New business development and community outreach development
- Student experience and nurturing of the school's culture
- Finance, budget planning and management
- Human Resources management in a unionized environment
- Reporting to Fleming's Senior Management Team (VP and president's office).

Results: Stabilization of the school operations and streamlining of internal processes, expansion of Continuing Education programs to yearlong offerings and increase of enrollment by 3%, reconnection of the school with creative and local communities, opening of new labs and the students residence, creation of badging rewards system.
Partners: Indigenous knowledge keepers, Veterans Affairs, NSERC, HC Chamber of Commerce, HCDC, Sculpture Forest, ACM Design, OCAD U, One Of A Kind Show...

2017 to May 2023
George Brown College
School of Design

Toronto (Canada)
georgebrown.ca

GEORGE BROWN COLLEGE

Professor, academic program coordinator, design researcher

- Professor, Visual Design, Interactive Projects, Portfolio, Design Cultures, Information Design, Physical interfaces and Human Centered Design Labs
- Academic coordinator, Interaction Design and Interactive Media Management Programs
- International design challenges awards winning with students
- Industry Research and Innovation Projects Leader and business developper
- Curriculum Development and Reviews.
- Professor Systems Design Products and Services, Institute Without Boundaries
- Charrette(s) co-organizer and team advisor, Institute Without Boundaries

Results: Increased enrollment (Interaction Design) by 20% for 2017/19.
Partners: Thunderwoman Healing Lodge Society, Gardiner Museum, ECV, SHOPIFY, AVENADE, Home Depot...

2016 to 2017
ECV
Creative Schools
& Community

Paris (France)
ecv.fr

ecv Creative Schools & Community

Dean (Paris campus) and director of international curriculum development

- Management and supervision of the three ECV campus in Paris
- Creation for 2017/18 of foundation program dedicated to Animation & Game
- Creation and management of inter disciplinary workshops (EDF, Science Po)
- Creation and coordination of the Master in Design Strategy (Paris, Shanghai and Toronto)
- Creation and coordination of opening of campus in Mumbai (India) with Whistling Woods International

Results: Increased enrollment (Paris) by 24% for 2016/17.
Partners: EDF, SciencesPo, FutureBrand, Whistling Woods International, George Brown College…

2010 to 2016
George Brown College
School of Design

Toronto (Canada)
georgebrown.ca

GEORGE BROWN COLLEGE

Professor

- Professor Systems Design Products and Services, Institute Without Boundaries
- Atelier Leader, Institute Without Boundaries
- Charrette(s) co-organizer and team advisor, Institute Without Boundaries
- Professor Interactive Systems and Interactive Production, Interactive Media Management Program
- Professor Design Cultures, Interaction Design and Development (IDD) and Game Development
- Participated and won international design challenges with students
- Industry Projects Leader
- Digifest Steering Committee member and PAC meetings

Results: Curriculum development of IMM and IDD programs
Partners: CISCO, EDF, ECV...

2013 to 2016 **Relay** Toronto (Canada) relayexperience.com	**Co-founder and senior creative and strategy director** • In charge of developping experiential marketing strategies with Relay's clients • Creation of "Experiential Mapping" methods and tools • In charge of creative direction and executive support with management teams of Relay's major accounts • Development and management of growth strategy with sales director Results: Record sales of 1,5M CAD in 2015 Clients: CFL, KPMG, MARS, WRIGLEY, TORONTO LIFE…
2003 to 2013 **Wolfson Bell** Toronto (Canada) wolfsonbell.com	**Senior creative director** • Guarantor of Wolfson Bell creative orientations and methodology • In charge of recruitment of the creative and production teams • In charge of creative direction of WB's major accounts • Client executive support with management (communication, sales / marketing and IT) • Consulting missions with clients executive management Results: Increased staff and profits, sales of 1,2 M CAD in 2008 Clients: ERNST & YOUNG, IPEX, MAGAZINES CANADA, SOCAN, TORONTO BOARD OF TRADE, COGNIZANT, TRADER CORP, FIRST SERVICE…
1999 to 2003 **Mediasystem Publicis group** Paris (France) publicis.com	**Managing director of Publicis Mediasystem Interactive** • Facilitation of Publicis' acquisition of Logica's WEB STUDIO, see below. Creation of the « Interactive » division (consulting in e- communication & web) • Development and management of the growth strategy with the President and implementation with the teams (sales, creative, production) • Management of the project teams, consulting, design, editorial and design (50 people) • Client executive support with management (marketing / communication, HR and IT) Results: Implementation of the « Interactive » division, sales of 2M Euros in 2002. Clients: 3M, RENAULT, DELOITTE & TOUCHE, ACCENTURE, APPLE, TOSHIBA, SOCIETE GENERALE, CEGETEL, MANPOWER, THALES, CAP GEMINI, EURO DISNEY…
1997 to 1999 **Logica** (Since then acquired by CGI) logica.fr	**Founder and managimng director of the WEB STUDIO** • Creation of the Web Studio (Consulting in WEB Front End) within the group • Development and management of the growth strategy with the director of Communication and Information Technology • Development and guarantee of the sales objectives (sales, profit margin for Europe) • Management of the project teams (20 web designers and developers) Results: Implementation of Web studio, sales of 1M Euros in 1999. Clients: 3 SUISSES, AUCHAN, REUTERS, CORA group, CAISSE d'ÉPARGNE (PACA), SANOFI SYNTHELABO, France TELECOM…
1990 to 1997 **Dollery Rudman + Wolfson Bell** Toronto (Canada)	**Art director** • Creation of the Multimedia (Design and production) activity within the studio • Management of the project teams, production and design (10 people) Results: Creation of the Multimedia activity, sales of 500K CAD in 1997. Clients: ERNST & YOUNG, BARRICK GOLD CORPORATION, PETRO CANADA, SOCAN, APPLE Canada, GILBEY Canada, CADBURY CANADA, MOLSON, HEINZ…

Languages	Français, my mother tongue / **English**, bilingual (35+ years in Toronto, Canada) Spanish, Basic
Education	• BA in visual Communication, ECV Creative Schools & Community Paris, France

Other working experiences	• Published an article in "Design en regards" (les presse du réel)
	• Lecturer and master class at Science Po and Le CNAM
	  and the New Media international conference organized
	  by the McLuhan centre [University of Toronto], Digifest Toronto, IDS Toronto.
	• Participated and taught at multiple conferences

Activities	• Outdoor activities with my family [canoeing, hiking, skiing…] • Painting [during the rare spare time]
AWARDS & MEMBERSHIPS	• Advertising and Design Club of Canada (ADCC) • Horizon Interactive Awards Design and Art Direction (D&AD) • EDF Sharing Energy in 2030 Challenge • • Cumulus • IXDA • RGD • Design Exchange

TECHNICAL SKILLS

Visual design
UX / UI design
Web design
Information design
Media production
Prototyping
Print making
Adobe Creative Suite
MS Office tools
Cloud based tools