

# DEVIN RATTIE

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## SKILLS

### Technical Proficiency

Adobe Creative Suite (Photoshop, Illustrator, Premiere Pro, After Effects)  
Procreate • Figma • Google Suite • Slack • Asana • Zoom

### Design Expertise

Graphic Design • Branding & Identity • Illustration • Photo & Video Editing  
Wireframing • UI/UX Design • Web Design

### Soft Skills

Creative Problem-Solving • Strong Attention to Detail • Effective Communication  
Team Collaboration • Deadline-Driven • Adaptability

## EXPERIENCE

### Ridestore – CX Specialist (Remote | Oct 2024 - Present)

Managed customer experience for Ridestore, supporting in-house brands Dope Snow and Montec. Maintained a 97% CSAT score through effective communication and problem-solving. Worked closely with cross-functional teams to improve digital customer interactions.

### The Greenmates – Content Writer (Remote | Sept 2023 - Sept 2024)

Created and optimized blog content for eight cannabis websites, enhancing online visibility. Maintained an SEO score of 80+ and met publishing targets of 2,500+ words per post. Collaborated with designers and marketers to ensure engaging, high-ranking content.

### Spotlight Audio Visual Industries – Project Manager (Toronto, ON | Oct 2015 - Jan 2024)

Managed large-scale corporate events with up to 1,000 attendees, ensuring seamless execution. Developed customized AV solutions tailored to client needs and budgets. Provided technical expertise and troubleshooting, consistently exceeding client expectations.

### Graphic Designer & Illustrator – Freelance (Toronto, ON | 2014 - Present)

Designed branding, marketing materials, and digital assets for a diverse range of clients. Created custom illustrations for print, web, and social media platforms.

## EDUCATION

### Fanshawe College – Music Industry Arts Diploma

Specialized in audio production, engineering, and music business management. Gained proficiency in industry-standard software such as Pro Tools and Logic.

### Google UX Design Certificate

Gained expertise in UX research, inclusive design, wireframing, and prototyping. Built a professional design portfolio featuring three comprehensive UX projects.

### Google Fundamentals of Digital Marketing Certificate

Completed comprehensive training in digital marketing strategies, including SEO, online business strategy, web analytics, paid advertising campaigns, and social media marketing. Developed a strong foundation in data-driven marketing approaches to enhance brand visibility and engagement.