

SHELBY GERVAIS

Creative and social-media-savvy professional with experience in design, content creation, client engagement and administration. Passionate about gaming, building inclusive communities, and creating engaging content that resonates with audiences.

EDUCATION

CERTIFICATE IN UI/UX

University of Alberta | 2023 - 2024

ADDITIONAL COURSE WORK

Upgrading, Introduction to Law, Adobe Illustrator I

Mount Royal University, Southern Alberta Institute of Technology | 2023 - 2025

HIGH SCHOOL DIPLOMA

Saint Francis High School | 2014 - 2017

EXPERIENCE

DIGITAL DESIGNER

Busy Bee Designs | 2025 - Current

Founded Busy Bee Designs to support my freelance work under a professional brand. I designed the company website, branding materials, and business cards, and handle client projects involving website and app design, product packaging, prototyping, and wireframing. I specialize in UI/UX while also offering graphic design services, collaborating with clients and exploring partnership opportunities to grow the business.

ADMINISTRATIVE & MARKETING ASSISTANT

Spruce It Up Garden Centre | 2025 - 2026

Managed all day-to-day administrative operations, including handling emails, phone calls, appointment scheduling, client questions, and payment processing. Oversee outstanding invoices and ensure timely follow-up. Design and create all marketing materials, including email newsletters, Instagram posts/stories, website banners, and promotional assets. Coordinate marketing schedule and content calendars to support ongoing brand visibility and engagement.

FREELANCE DESIGNER

Self-Employed | 2024 - 2025

Worked with clients as a freelance designer to create websites, app layouts, wireframes, prototypes, and visual graphics, with a strong focus on UI/UX design.

PROFESSIONAL ESPORTS PLAYER

Native Gaming LLC | 2022 - 2023

Professional Valorant competitor specializing in leadership, strategic planning, and high-pressure decision-making. Served as in-game leader, developing game plans, coordinating team executions, and adapting strategies in real time during official matches. Partnered with the coach to lead structured practice sessions, analyze gameplay for performance improvements, and strengthen team communication and cohesion to drive consistent competitive results.



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SKILLS

Wireframing

Client Support

Prototyping

Branding

Communication

App Design

Web Design

Visual Design

Social Media

Adaptability

Collaboration

Project Management

REFERENCES

Available upon request