

SHELBY GERVAIS

Creative digital professional with experience in design, content creation, and marketing support. Skilled in creating visual assets and engaging content for social media and brand channels. Passionate about gaming, community building, and content that connects with diverse 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

MARKETING COORDINATOR

Cold Bore Technology | 2026 - Current

Supports campaign coordination, brand execution, and event planning across digital and in-person initiatives. Creates visual marketing assets using Figma, Adobe Illustrator, and Canva, ensuring consistent branding and design quality. Collaborates with internal teams to develop and deliver marketing content, coordinate timelines, and support campaign execution. Assists with event planning and logistics, ensuring smooth delivery of promotional company events in a fast-paced environment.

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. Oversaw outstanding invoices and ensured timely follow-up. Designed and created all marketing materials, including email newsletters, Instagram posts/stories, website banners, and promotional assets. Coordinated 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.



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SKILLS

- Wireframing
- Marketing
- Prototyping
- Canva
- Event Planning
- Web Design
- Graphic Design
- User Research
- Social Media
- Adaptability
- Collaboration
- Content Creation
- Figma
- Marketing
- Competitive Analysis

REFERENCES

Available upon request