

JANINE STOWE

An empathetic innovator, I put the 'human' in human-centred design. I've built a solid reputation as a reliable and resourceful visionary, capable of imagining unique approaches to solving problems. I see what others often miss. Unafraid to ask the tough questions, I get to the root of issues to identify untapped areas of opportunity. A perfectionist and a stickler for both details and the big picture, I believe that strategy, product, and service should align seamlessly. Guided by a deep-seated belief in purpose-driven growth, I'm focused on industries and brands that make a difference in the world.

CONTACT

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EDUCATION

Master of Design, Strategic Foresight and Innovation
OCAD University | 2023

Certificate, Behavioural Economics in Action
EdX: University of Toronto | 2022

Certificate, Project Planning and Management
University of Alberta Faculty of Extension | 2017

Certificates, Web Design I, II, III
MacEwan University | 2009

Bachelor of Design, Visual Communications
University of Alberta | 2006

PROFESSIONAL PROFILE

- High impact performer
- Creative and strategic thinker
- Communicator and collaborator
- Innovative problem-solver
- Enthusiastic change leader
- Designer, planner, and evaluator
- Team builder
- Human-centred facilitator
- Detail-oriented implementer
- Multi-faceted analyzer
- Empathetic motivator
- Organized self-starter
- Inclusion and diversity ambassador
- Resourceful results deliverer

PROFESSIONAL EXPERIENCE

STRATEGIC FORESIGHT AND RESEARCH ASSISTANT

eCampusOntario | JAN. 2023 – DEC. 2023

- Constructed a visionary artifact and presented at a major industry conference.
- Designed and facilitated workshops with 45 post-secondary educators and produced a series of reports for process improvements in the sector.
- Contributed to knowledge mobilization through data visualizations of 39 unique organizational relationships, extrapolating tangible insights for leadership.
- Conducted a 100+ source horizon scan, uncovering trends and crafting a strong narrative to translate complex concepts to inform digital transformation.
- Developed a digital learning tool to expand the use of foresight methodologies.
- Intuitively co-created, demonstrating high EQ to help all team members shine.

DESIGN CONSULTANT

Janine Stowe Design | SEPT. 2012 – PRESENT

- Collaborate with clients on 50+ projects yearly, ensuring high client satisfaction.
- Manage all aspects of business/client relations resulting in 90% repeat clientele.
- Coordinate subcontractors and vendors, ensuring seamless product delivery.
- Developed multiple brand guidelines and best-use strategies, resulting in increased brand consistency, customer recognition and engagement.
- Led a large-scale marketing campaign contributing to the successful execution of a EDDI conference to 150+ in-person attendees and 1000+ online viewers.

RESEARCH ASSISTANT

OCAD University | SEPT. 2021 – MAY 2022

- Consolidated, and annotated 100+ sources, quickly and with precision, contributing to the ongoing success of a 4-year nationwide study.
- Identified areas for process improvement and led a restructuring of the database that resulted in consistent entry, ensuring continuity and accuracy.
- Volunteered to mentor new assistant, significantly reducing onboarding hours.

JANINE STOWE

Location: Toronto

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OTHER INTERESTS

#MakeltAwkward (EDDI Movement)
Team Member | 2017-2021

WeeHelp (Children's Charity)
Volunteer | 2013-2017

TECHNICAL SKILLS

- Adobe Creative Suite: InDesign, Illustrator, Photoshop, Acrobat
- Microsoft Office: Word, Excel, PowerPoint, Forms
- Google Suite: Docs, Sheets, Slides, Forms
- Collaboration tools: Miro, Notion, Slack
- Video conferencing tools: Zoom, Teams, Google Meet
- Website CMS and WordPress familiarity
- Experience running online/ social media campaigns: Google, Facebook, Instagram, Twitter
- Ethically enlisting ChatGPT to effectively enhance messaging

REFERENCES

Available upon request

PROFESSIONAL EXPERIENCE CONTINUED

GRAPHIC DESIGN AND COMMUNICATION SPECIALIST

Elk Island Public Schools | MAY 2006 – SEPT. 2021

- Served over 1,500 staff through strategic print and digital communications.
- Increased attendance at 30+ public consultations through targeted marketing.
- Championed the transition to online stationery ordering for all schools/depts., lowering waste by approx. 90% and saving 10 hours admin time per order.
- Onsite coordination of multiple school openings contributing to seamless events, positive community stakeholder engagement, and media coverage.
- Restructured OH&S materials improving clarity for rapid crisis response.
- Trained staff on digital asset management and hosted 3 PD workshops.
- Designed/modernized 30+ logos and guided successful brand adoption.
- Meticulously managed the design, production, and installation of 40+ signage and beautification projects, creating a sense of pride for students/staff.
- Spearheaded exterior signage update—coordinating 100K, 4-year installation plan—resulting in consistent completion, on schedule and within budget.
- Supported multi-channel crisis communications to inform 17,000 families.
- Contributed to omni-channel marketing efforts for 43 schools.
- Informed community of critical updates via weekly web/social media posts.

ACADEMIC EXPERIENCE

MDES, STRATEGIC FORESIGHT AND INNOVATION

OCAD University | SEPT. 2021 - MAY. 2023

- Collaborated with a major mental health hospital to build a strategy to improve access and equity for structurally marginalized groups.
 - Guided C-suite and leadership through findings and recommendations in a detailed 54-page report and a succinct slide presentation.
 - Synthesized 12 staff interviews, identifying core competencies, focused areas for improvement, overlooked pain points, and levers for intervention.
 - Analyzed system challenges and structured a roadmap for success.
 - Constructed alternative business models for future revenue streams.
- Crafted personas and journey maps to tell the story for stakeholder clarity.
- Applied micro-macro sense-making to flesh out environmental interventions.
- Produced multiple systems maps to translate intricate interconnected data.
- Designed and presented an immersive experience, engaging 25 participants.
- Actively recruited diverse retail employees and guided through interviews.
- Synthesized quantitative/qualitative data to inform strategy recommendations.
- Nominated for the Graduate Program Medal and President's Award.