

Fiona McDougall

Berlin-based designer, bookmaker and forest bathing guide.

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fimcd.ca

Experience

Forest Bathing Berlin · Forest Bathing Guide 2022 —→ Now

A recent personal venture, I completed a 12 week training program with Forest Therapy Hub and now guide small groups through green spaces in Berlin to help them relax and reconnect with the more-than-human world.

Fondfolio Inc. · Co-founder, Designer, Bookmaker 2017 —→ Now

Fondfolio is a self-funded venture between myself and my partner Matt (he handles all major web development). I design the UI, make each book by hand, create content and manage all of the day to day operations as well as planning for the future.

We're not a big corporation, nor do we aspire to be. Maybe one day I'll have a modest team, but for now I'm okay with my impact being small – I enjoy process of creating a handmade product.

Fimcd.ca · Freelance Designer 2020 —→ Now

Working with a wide variety of individuals, artists and small businesses, I've created design projects from Branding, Packaging, UI, Web and graphic design. In everything I do I seek to make things that are meaningful and delightful.

TWG.io · Marketing Designer 2018 —→ 2020

As the designer on the marketing team for this human-centered software development company, I supported marketing strategies in various graphic and web design projects. This involved ongoing collaboration with content marketing, sales and leadership.

One of my favourite projects was creating collateral for our annual retreat. The theme was poisonous plants of Ontario and I had complete creative freedom. It was rewarding to see my co-workers enjoy the work over the course of the weekend.

I would've stayed here longer because the people were so lovely, but the company was acquired by Deloitte and no longer needed their own marketing team.

Cartogram Inc. · Partner, Designer 2011 —→ 2019

With my partner Matt handling most of the coding work, we designed and produced a variety of different projects (mostly websites) for small to medium sized business. As well as wire-framing and design work, I was also responsible for most of the client communications and the less glamorous, but critical, tasks such as bookkeeping and invoicing.

Many of our smaller clients would often need content, usually website copy, which I was happy to do as I've always had a passion and interest for writing.

Education

Growclass
Growth Marketing Certificate
2022

Forest Therapy Hub
Forest Bathing Guide Certificate
Wilderness First Aid Certificate
2022

University of Toronto
1344 Copywriting that Sells
2019

York University & Sheridan College
Joint Program in Design
Bachelor of Design
2005 —→ 2009

Sheridan College
Art Fundamentals Certificate
2004 —→ 2005

Recognition

Site Inspire
Various Websites
2013 —→ 2017

RGD Ontario
CundariSFP Award for Typography
2009

RGD Ontario
Crescent Award for Interactive Design
2009

Things I like

- Riding my bike
- Backcountry camping with friends
- Everything, Everywhere, All At Once (Film)
- Outdoor dancing