

tina *hassannia*

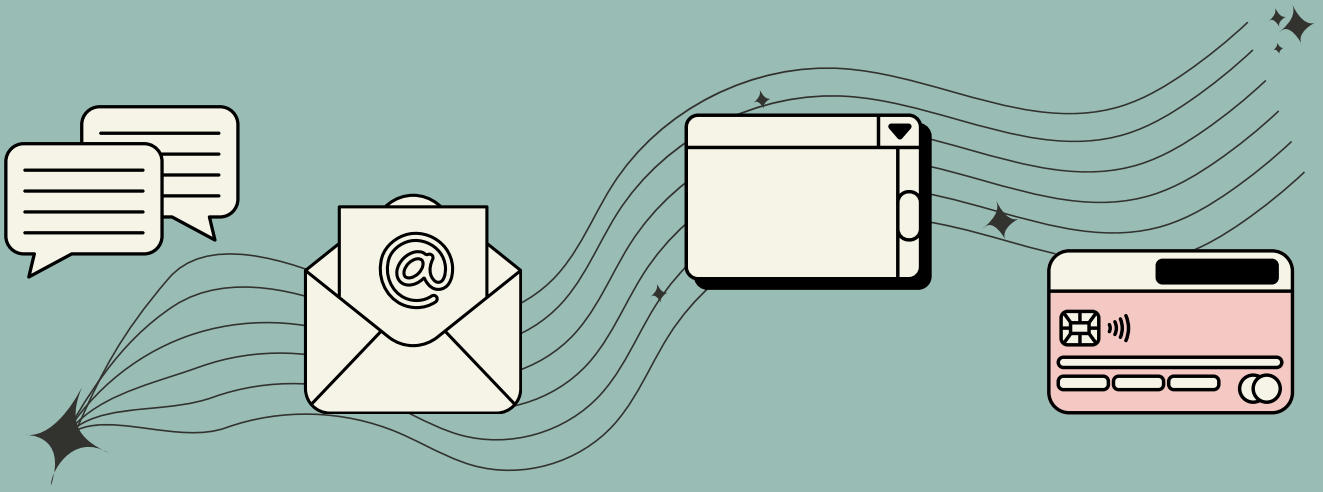
cibc digital id

cibc aeroplan refresh

edealer thought leadership

edealer: upgrade me now

@ongov brand tone and voice



CIBC digital ID

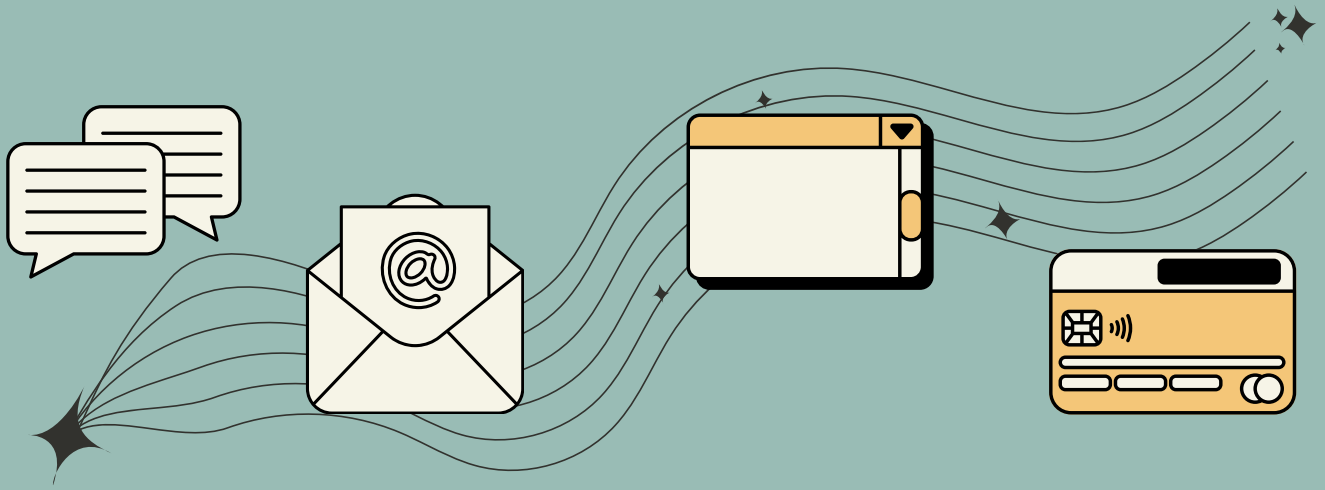
CIBC partners with Interac Verification Service to digitally authenticate users. Our research noted a high drop-off rate at one point in the Digital Asset Provider user flow. The screen requires the user to check a box to confirm their consent to terms and conditions.

I replaced the checkbox with a legal disclaimer to lessen user effort and increase completion rates. I took the opportunity to improve the overall content design to help the user understand the purpose of the screen.



before

after



CIBC Aeroplan refresh

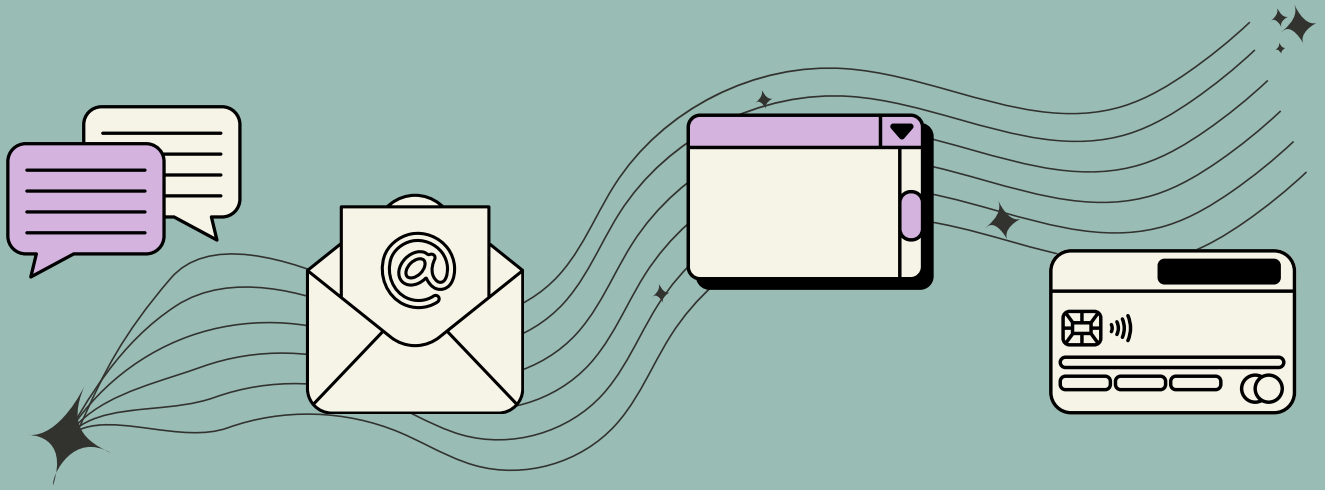
CIBC offered Aeroplan members extra points when they set up pre-authorized payments. The splash page for this limited-time offer needed a refresh.

Research has shown that headers with calls to action and specific numbers (e.g. “2,000 points” instead of just “points”) fare better than descriptive copy. On the new splash page, I specified the maximum number of points in the page header. I also removed redundant content and clarified the offer structure and instructions.



before

after



**EDealer
thought
leadership**

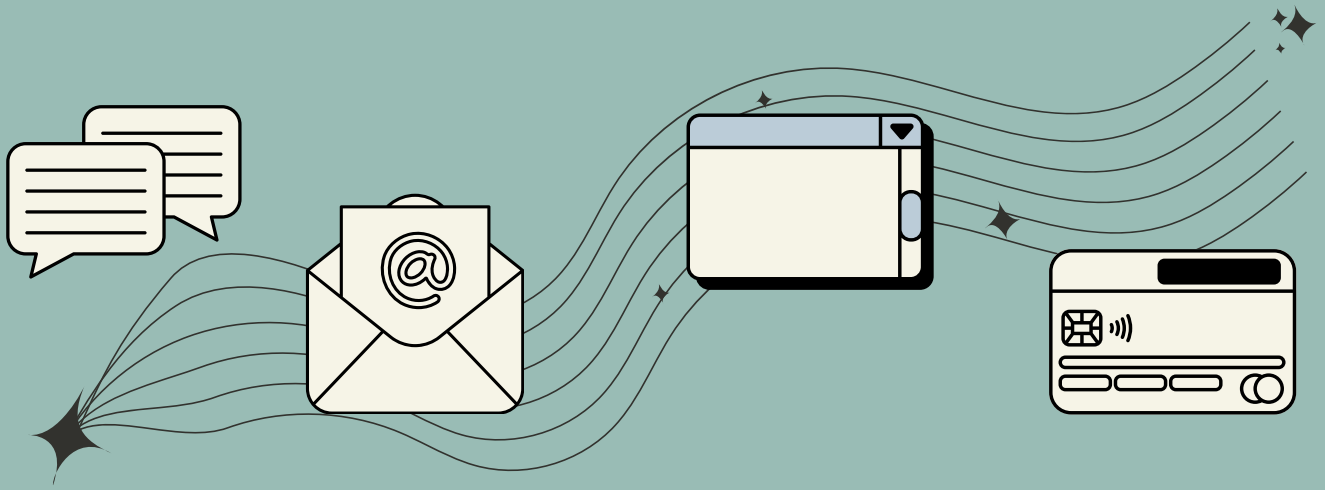
EDealer is a B2B startup offering digital services to car dealerships. Chief executives wanted to brand the company as an industry leader and communicate technical concepts that some clientele found challenging to understand.

I created a strategy to publish regular content about company services and best practices. I used infographics, visuals, and social media to break down content into smaller, more digestible bits. This enticed readers to learn more, generated sales leads, improved client communication, and increased social engagement.



check it, don't wreck it

video marketing



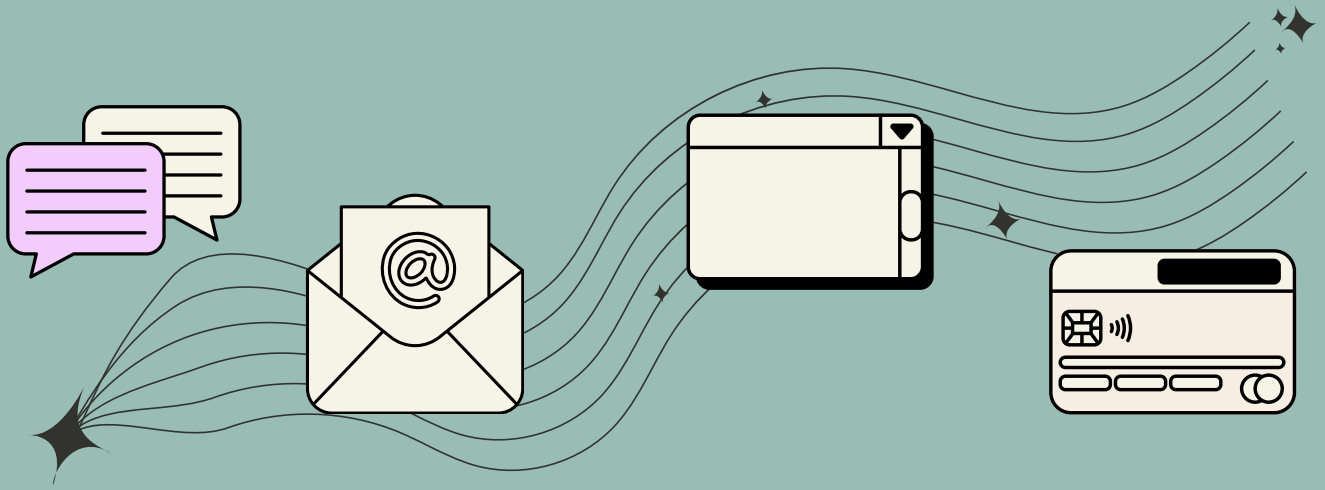
**EDealer:
Upgrade
me now**

EDealer planned a large upgrade to their website service, which meant clients needed training on the new back-end interface. The original plan was to call clients and schedule training.

I made the case to senior leadership that clients might protest the upgrade instead of seeing it as an improvement. I recommended a client-communication email campaign to prepare them for the big day and explain the benefits of upgrading.



upgrade me now



The Ontario Ministry of Natural Resources and Forestry (MNR) needed a brand refresh with the creation of a regular social content calendar and a brand tone and voice.

I established MNR's social voice as informative and friendly with a nice balance between casual and formal. I helmed the ministry's social media presence, created viral content, and tapped into MNR's most interesting work to entertain a social media audience. My efforts increased our engagement from 10,000 followers to over 30,000 in less than two years.



fire safety

camping tips