

Lucille Trepanier

Experience

Digital & Graphic Designer

Victory Creative Group, Inc. • Toronto, Ontario

Permanent Full-Time • Aug 2023 - Jul 2025

(Intermed May—Sep 2022)

- Embedded within Nike's global e-commerce and email ecosystem integrating campaign assets across digital touchpoints, owned internal brand systems for employee conferences, and led the Fanatics NYC ticketing redesign and NBA digital work including the Raptors documentary site.
- Developed athlete brand systems for Caitlin Clark and Sabrina Ionescu during their Nike launches; produced campaign moments for LeBron James, Serena Williams, Sha'Carri Richardson, Brooks Koepka, and others distributed globally across athlete and Nike channels.
- Led creative direction and end-to-end design for Mamba League LA and WNBA Way at WNBA Live, coordinating across stakeholders including Nike, Google, American Express, Ally Financial, Peloton, and Deloitte.

Design Researcher

Toronto Metropolitan University • Toronto, Ontario

Contract Part-Time • Sep 2022 - Sep 2023

- Co-authored and published peer-reviewed research in the Journal of Print and Media Technology Research (2024) — arguing AI would function as a creative collaborator before that position became industry consensus. [Read the paper.](#)
- Co-presented findings at the Iarigai International Research Conference at the University of Wuppertal, Germany.

Product Strategist

Future of Sport Lab • Toronto, Ontario

Contract Part-Time • Sep 2021 - Sep 2022

- One of the few non-MBA members of Victoria Park Analytics as a second-year undergrad — a consultancy later recognized by TSN and Billie Jean King's Trailblazer Venture Studio.
- Researched gender inequity in female athlete media coverage using TNS data, synthesizing findings into strategic pitches to broadcast networks on the commercial value of Gen Z women's sports audiences.

Beyond Work

Toronto Metropolitan University — UX Team

VP of Design • Toronto, Ontario

Sep 2021 - Aug 2023

- Led visual design and creative direction for events, guest speakers, and programming initiatives, maintaining consistent visual identity across every touchpoint.

AI in Design — GCM Colloquium

Invited Speaker • Toronto, Ontario

March 2024

- Invited to speak on AI in creative fields alongside senior industry professionals and academics — one of the earliest design-focused forums on the subject.

Design and Layout — The Creative School, TMU

Guest Lecturer • Toronto, Ontario

May 2024

- Invited by Professor Jonathan Wong to speak to undergraduate Design and Layout classes on industry experience, design thinking, and AI in creative workflows.

Autism CanTech! — Mentor

Humber College Employer-Partner Program • Toronto, Ontario

Nov 2022 — Feb 2023

- Certified employer-partner mentor; designed and led weekly sessions for two autistic students in design thinking, information architecture, data visualization, and synthesis.

Product Designer, Based in NY

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Education

Parsons School of Design, The New School

MPS Communication Design — Digital Product Design

Aug 2025 - May 2026

Merit scholarship recipient. STEM-designated MPS, full-time NYC. Expected May 2026. Concentration: Digital Product Design.

Toronto Metropolitan University (TMU, formerly Ryerson University)

Graphic Communications Management (GCM),
B.Tech (Honours)

Aug 2019 - June 2023

Merit scholarship recipient. Dean's List all four years. Graduated with Distinction. GPA: 4.11. Minors in Communication and Design and Marketing — both of which led directly to research positions at Ted Rogers School of Management and The Creative School.

Career Foundry

UX Design Certificate

Apr 2021 - Jun 2021

Intensive UX training covering research, wireframing, and interaction design. Capstone: accessible vocabulary-learning app.

Parsons Paris, The New School

Graphic Design

Jun 2018 - Jul 2018

Summer abroad in graphic design covering studio practice, design theory, and cross-disciplinary collaboration. 4.0 GPA.

Skills

Core: End-to-end product design, Interaction design, High-fidelity prototyping, Design systems.

Technical: AI-assisted development (vibe coding), Prompt engineering, AI product development, Accessibility (WCAG).

Strategy: User research & testing, Design strategy, Workshop facilitation.

Software

Design: Figma, Adobe Creative Suite, Framer, Webflow, Rive, LottieLab, Jitter.

AI: Cursor, Claude Code, GitHub, Vercel, ChatGPT, Midjourney, Firefly, Runway.

Workflow: Miro, Notion, Maze, Otter.ai, Slack, Teamwork.