

PROFESSIONAL SUMMARY

Creative and detail-oriented Graphic Designer with over ten years of experience delivering brand identity, print, digital, and large-format design solutions across diverse industries. Skilled in Adobe Creative Suite, project management, stakeholder collaboration and customer service. Recognized for adaptability, technical expertise, and a passion for creating engaging visual communications.

KEY SKILLS

- Accessibility (AODA) Compliance
- Adobe Creative Suite (Illustrator, Photoshop, InDesign, Acrobat and Express)
- Brand Identity Development
- Customer Service
- Large Format & Vehicle Wrap Design
- Marketing & Social Media Graphics
- Prepress & Production Management
- Print & Digital Design
- Project & Workflow Management
- Stakeholder Collaboration
- Typography & Layout Design
- UX/UI Awareness & Web Graphics
- Vendor & Client Relations

EDUCATION

Graduate Certificate, Social Media Marketing

Conestoga College, Kitchener, Ontario
May 2017 to May 2019

Advanced Diploma, Graphic Design (3 Year)

Mohawk College, Hamilton, Ontario
September 2014 to May 2017

PROFESSIONAL EXPERIENCE

GRAPHIC DESIGNER (Creative Client Services - Brand Marketing)

Conestoga College | Hybrid - Kitchener, Ontario
March 18, 2024 to Present

BRANDING & STRATEGY

- Collaborates with the Director of Marketing on annual campaign design and planning
- Maintains a unified brand identity, updates brand guide and ensures brand compliance Identifies creative solutions to enhance outreach materials and campaigns

DESIGN & CONTENT CREATION

- Designs and develops original graphic imagery to maximize audience engagement and support College initiatives, including online course promotion
- Creates proof-of-concepts from creative briefs and transforms complex information into clear infographics
- Produces a wide range of print and digital materials (ads, publications, reports, banners, email templates, interactive PDFs, social media images, flyers, postcards, presentation templates, etc.)

COLLABORATION & STAKEHOLDER ENGAGEMENT

- Consults with employees (management, faculty, and staff) to determine marketing needs
- Presents concepts to stakeholders, explains design rationale, incorporates feedback and delivers final designs

PROJECT MANAGEMENT & OPERATIONS

- Manages and prioritizes multiple time-sensitive projects, advising clients on schedules, design and budgets
- Maintains the digital asset library with proper version control and naming conventions
- Coordinates with outside vendors for printing quotes, quality and cost-effectiveness

COMPLIANCE & CONTINUOUS IMPROVEMENT

- Specifies technical constraints, including accessibility (AODA) compliance and develops accessible materials
- Improves marketing materials by researching design trends, benchmarking against other institutions and evaluating feedback

GRAPHIC DESIGNER AND PRODUCTION SPECIALIST (Graphics & Production Department)

SpeedPro Guelph | Guelph, Ontario

December 14, 2020 to March 8, 2024

CLIENT CONSULTATION & PROJECT PLANNING

- Consulted with clients as needed to establish overall needs, including graphic elements, brand identity and design objectives to achieve customer satisfaction
- Illustrated mock-up concepts for initial designs to pitch to potential clients
- Communicated with SpeedPro manager about all projects on job status and design rationale

DESIGN DEVELOPMENT & BRAND MANAGEMENT

- Created a unified brand identity across all visual materials, document design standards, maintain a brand guide and advocate for brand compliance
- Identified opportunities to apply creative solutions to create added value across all channels

PROJECT EXECUTION & PRODUCTION MANAGEMENT

- Oversaw and maintain a schedule of completion for all production, design and printing
- Ensured preflighting and typesetting is completed accurately, routinely and efficiently
- Responsible for sign-off of pre-press approvals required by outside vendors

PRINTING, INSTALLATION & TECHNICAL SKILLS

- Operated the large format printer for all projects, ensuring routine maintenance was performed to keep the printer in top performance capabilities
- Installed various substrates and products on-site and off-site for clients
- Continuously learned new install and design techniques and implement new industry practices

GRAPHIC DESIGNER (Graphics Department)

M&T Printing Group | Waterloo, Ontario

December 27, 2017 to December 11, 2020

DESIGN & CREATIVE DEVELOPMENT

- Designed commercial-quality print materials, including brochures, flyers, signs, posters, business cards, postcards, calendars, books, menus and inserts
- Collaborated with M&T staff to provide clients with proofs and design rationale
- Communicated with clients about layout and design

PRODUCTION & TECHNICAL EXECUTION

- Operated wide format printer and on-site presses when needed
- Ensured that commodity typesetting is completed accurately and efficiently

PROJECT & WORKFLOW MANAGEMENT

- Managed multiple projects from concept through completion with varying deadlines
- Communicated with other M&T locations about Art Department workload and provided project schedule updates

JR. GRAPHIC ARTIST (Art Department)

Adidas Canada Limited | Paris, Ontario

May 29, 2017 to November 30, 2017

DESIGN & ARTWORK CREATION

- Prepared artwork for customer sublimated uniform production
- Redesigned customer-supplied logos as needed

FILE & TEMPLATE MANAGEMENT

- Created and saved number run files from other team members, ensuring accuracy and error checks
- Graded sublimated uniform templates as required

TECHNICAL & DESIGN SKILLS

- Adobe Creative Suite (InDesign, Illustrator, Photoshop, Acrobat and Express) + CorelDRAW
- Microsoft (Word, Publisher, Power Point, Excel, Teams and SharePoint) + Asana Project Management
- Print Design, Layout Design, Logo Design, Brand Identity Development, Large Format Design and Mock-ups
- Information Architecture, WordPress and Wix, knowledge of UI and UX Design
- Typography, Color Theory, Composition, Time Management, Communication, Adaptability and Detail Oriented
- Preflighting, Proofing, Trapping, Impositioning, Resolution Management, Product Photography,
- Installing; Signage, Substrates, Decals and Vehicle Wraps
- Prepress for Offset & Wide format and, Digital Printing