

PERSONAL STATEMENT

Versatile senior graphic designer with proven experience in producing products and collateral from ideation to completion, within print and digital landscapes. Keen sense of brand identity, production, and marketing strategies, while adhering to tight deadlines and effectively communicating with clients, agents, and team members. Able to shift focus and maintain consistency throughout all stages of research, design and production. My goal is to deliver engaging products that have a positive impact on people's daily lives.

DESIGN SKILLS

01 Tools

- Adobe Photoshop
- Adobe Illustrator
- Adobe InDesign
- Adobe XD
- Adobe Acrobat
- Adobe After-Effects
- HTML & CSS
- WordPress
- Figma
- Sketch
- Microsoft Office

02 Skills

- Creative problem solving
- Design leadership
- Brand communication
- Image editing/manipulation
- Project management
- UI design principles
- Logos and branding
- Social media marketing
- Publishing
- Packaging and labels
- Catalog
- Team collaborations

EDUCATION



Graphic Design Diploma
Graphic Design
Georgian College



Web Development
WordPress, HTML, CSS, Squarespace
Online Courses: Aquent, Udemy, Lynda.com, Codecademy



UI Design
UI Principles, UX Objectives
Online Courses: Career Foundry, Udemy, Aquent



Fundamentals of Digital Marketing
Digital Marketing Modules
Online Courses: Google Digital Garage

DESIGN EXPERIENCE

DVI LIGHTING

Graphic Design, Layout, Production
August 2022 - October 2023

- Created book and page layout templates, resources and a style guide for a 500 page B2B lighting catalog and a 100 page supplement catalog
- Designed layouts for various sections using existing assets and creating others as required
- Designed sales sheets and product spec sheets used in marketing and sales.

POSTMEDIA NETWORK

Layout Specialist, Print Coordinator
3+ Years • March 2019 - April 2022

- Worked with editorial, pagination, and sales teams to create inserts, flyers, layouts, guidebooks, catalogs, and marketing material under a variety of brand guidelines
- Successfully advanced from real estate ad design to special layout department and to print coordination departments, while at times, contributing to both coordinator and layout roles simultaneously, in order to meet stringent deadlines
- Adapted to new publishing software implementation while coordinating with pagination, agents, and offshore design teams to manage ad design, while mentoring staff on the new application and relevant updated procedures

FREELANCE DESIGN & DEVELOPMENT

Graphic Design, Website Development, Branding
10+ Years • May 2009 - Present

- Develop visual concepts, coordinate images with copywriters, and create visual assets to be used in campaigns, websites, and printed materials
- Design branding and logo solutions for small businesses and startups, along with print and digital collateral for marketing and web development solutions that help advance client business goals

DEFINED DESIGNS / GUERRILLA CUBE

Graphic Design, Print Production, Installation
1 Year • March 2017 - March 2018

- Analyzed client assets for print production and installation on trade show displays, promotion and event deliverables, as well as vehicle graphic vinyl wraps
- Worked with marketing companies to help them realize their visions and contributed to the design and implementation of print assets as part of a team
- Completed 3M Level 1 vinyl installation course to further advance technical knowledge and apply the material to various client projects

METROLAND MEDIA NORTH / BARRIE ADVANCE

Graphic Design, Layout, Production
4+ Years • February 2010 - May 2014

- Created newspaper and magazine advertising design, marketing collateral, and internal sales material in fast paced, deadline-driven environment
- Advanced to the position of layout design and ad coordination for the weekly publication of the Midland Real Estate insert

SPECIAL PROJECTS



Self-published a 100 page full colour booklet of concert and event posters that is available through Amazon. This project involved researching ISBN numbers, reviewing publishing and distribution terms and concepts through online web services, reviewing cost/margin on specific size and production costs, and created page templates and cover art to the specs of the chosen product size.

Title: A Spectacle of Colour: A Collection of Gig Posters by Fly Graphics - Vol. 1



Awarded Employee of the Month at Postmedia Network on four occasions for going above and beyond normal duties as a design lead, ad and print coordinator, and layout specialist.



Created concert posters, print and digital collateral, apparel design, vinyl, CD, and cassette packaging, social media assets, and branding for various musical bands, promoters, and venues for the entertainment industry.

WORK RELATED SKILLS



{ Analyzed client assets for production in large format print and vinyl graphics for application to vehicles, trade show booths, mobile event trailers, promotional event displays and various sign applications. Researched various media and substrate with which to realize a client's vision. }



{ Chief member of a small, local independent arts and music magazine. Responsible for all design/layout of product and all promotional material as well as all pre and post-production that included branding, style guides for artwork and publication layout, advertising design, press packages, laminates, image research, scanning and photo manipulation, as well as proofing ads to clients. }