



WORK EXPERIENCE



Graphic Designer

New You Cosmetic Centres: 2019 - Present

- Lead the design production for email campaigns, video projects, direct mail, social media ads, display banner ads, OOH, POP Displays, brand campaigns and print materials.
- Managed and launched specialized web campaigns targeted to our client base.
- Created a vast network with external companies such as printing houses, publications and distributors to print and distribute company marketing materials.
- Researched company treatments and services to ensure clear, visual communications to educate our client base.
- Managed a team of co-op students on the basic foundations of graphic design, asset management, social media and marketing.



Web Designer

Smilegate West: 2013 - 2018

- Designed and developed promotional materials, which included, brand identity, web design, advertisements, web pages, newsletters, UI design, loading screens, desktop wallpapers and SNS.
- Designed stage backdrops, booths and billboards for major E-sports events & conventions.
- Co-founder of the office social committee, responsible for organizing office events.
- Participated in QA testing and reviewing the latest in upcoming products, tech-demos as well as in-game updates.



Producer | Coordinator | Designer | Developer

INTune Entertainment: 2012 - 2014

- Developed and designed websites, online and print magazines, to promote the Toronto independent music scene.
- Managed a team of 8 contributors (4 journalists, 2 designers and 2 broadcasters).
- Managed and produced INTune's online radio program, INTune Radio.
- Conducted interviews with various artists to create electronic press kits.



Graphic Designer

People Power Press: 2012 - 2013

- Refined skills in web development, print, coding and layout.
- Utilized a variety of software to create designs to meet client expectations.
- Designed and developed several company websites, books and catalogs.
- Hands-On Experience with processing client orders, setting up the design for print, manufacturing the product in preparation for the shipment.

Education



Graphic Design - Media

Centennial College Centre For Creative Communications: 2010 - 2012

- Gained a knowledge of layout, visual hierarchy and typographic structure.
- Acquired skills in web development (html, css & javascript).
- Introduced to a wide variety of Adobe's Creative software.
- Obtained knowledge in a wide variety of design practices (publishing, motion graphics, video editing, corporate identity, packaging, web and illustration).

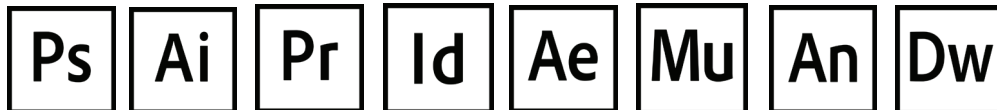


Art and Design Foundation Studies

Centennial College Centre For Creative Communications: 2009 - 2010

- Gained a knowledge of colour theory, film, design, social media, drawing, portfolio assembly, professional planning and painting.
- Focused on growing skills as an artist/designer to assemble a well-crafted portfolio.
- Worked towards my goal of obtaining the skills necessary to pursue placement within the Graphic Design-Media program.
- Mentored on how to efficiently brand myself as an artist/designer.

SOFTWARE PROFICIENCY



Photoshop

Illustrator

Premiere

Indesign

After Effects

Muse

Animate

Dreamweaver



Figma



Sketch



Final Cut



Wordpress



Constant Contact



Wishpond



Word



Excel



Powerpoint