



GRAPHIC / WEB DESIGNER

OBJECTIVE

To make a positive impact on clients, coworkers, and the Internet using my design, web and marketing skills/ experience to create compelling and attractive branding solutions.

EDUCATION

Digital Design Certificate
Humber College, Toronto, ON 2007

Adobe InDesign & Photoshop Training
Loop Ent., Woodbridge, Ontario 2006

Bachelors of Commerce with Honours
Carleton University, Ottawa, Ontario 2002
Project Management & Marketing

SKILLS

Proficient on Macintosh (OS9 & X) and PC Windows platforms:
Adobe Creative Suites
Acrobat, Illustrator, InDesign, Photoshop, and Dreamweaver.
Quark Xpress.
Microsoft Office, Word, Excel, PowerPoint & Publisher
Internet Explorer, Safari, Fetch, Stuffit, and HTML, CSS.
Database Management: PIMS/ PEX, Sku Caster/ SkuCentric

FREELANCE PROJECTS

Global Unlock - Small Business
Kaveri Collections - Fashion Distributor.
Xentel DM - Fire Watch & Tour of Duty Magazines

EXPERIENCE

Project Leader
Ganz - Woodbridge, Ontario 2005 - 2009

Liaising with a team of production coordinators, marketing coordinators, photography studios, product developers and pre-press houses to produced merchandise catalogues. Assembly and pagination of product shots for catalogue production. Producing and evaluating page layout and design. Establishing photography specs for product and model shots. Approving final images proofs for color and clarity and press approval.

Marketing Coordinator
Global Unlock - Toronto, Ontario 2004 - 2007

Graphic design and brand imaging to enhance awareness of various unlocking services among mobile users. Developed a marketing plan for web presence, utilizing a wide range of advertising and e-commerce techniques, such as optimizing rank on high traffic search engines, banner advertising, links on other sites and publicity.

Professional Development Coordinator
Insurance Brokers Association - Toronto, Ontario 2002 - 2005

Coordination marketing and maintenance of property and casualty insurance courses for broker licensing, continuing education and designation programs. Promoted and integrated a new brand image into all education material that to increased recognition and awareness of independent insurance brokers. Conducted market research and analysis of sales trends and product gaps to increase awareness and interest of P&C brokers. Planned events and conferences for course development/review committees and program administrators.

Accounting Clerk
Wal-Mart Canada - Ottawa, Ontario 1999 - 2002

Store accounts maintenance, and account books and preparation of daily bank deposits. Customer Service representative, specializing in customer complaints and resolution.

New Accounts Clerks
Ganz - Woodbridge, Ontario 1995 - 1999

Establish creditability ratings of potential consumers through telephone interviews, research of former suppliers and customer credit checks.