

HIGHLIGHTS

- 3+ years of graphic design experience with creating print, out-of-home and digital content
- Advertising student specializing in art direction with knowledge of conceptualizing campaigns
- Proficient in Adobe Photoshop, Lightroom, Illustrator, InDesign, After Effects and Final Cut Pro
- Demonstrated ability to communicate brand message through imagery and typography
- Collaborative approach in teams during brainstorming and execution stages of design process

EDUCATION

Bachelor's Degree, Creative Advertising Candidate 2020
Humber College Institute of Technology and Advanced Learning Toronto, ON

- Key courses: Visual Communications, Design Technology, Digital Production, Creative Concepts, Presentation Skills, Content Development

EXPERIENCE

Graphic Designer March 2018 – present
IGNITE Student Life, Humber College Toronto, ON

- Work in a team of three designers to create promotional flyers for 12 events on-campus
- Direct, produce and edit 30s online video launching campus elections; average reach of 23.4K
- Assisted in the development of visual presentations to pitch campaign themes to senior leads
- Optimize digital content for different social media platforms and organized files for efficiency
- Review social media analytics and identify posts with maximum engagement to brainstorm ideas for visibility of future content

Art Instructor September 2015 – December 2018
East York Community Centre Toronto, ON

- Developed lesson plans for different levels of art skills in a group of 10 students aged 6-10
- Introduced different mediums of art and the purpose of using each, including 2D, 3D and digital
- Created various crafts for students' reference using available resources, utilizing different art techniques and theories to effectively present a product of creativity to students
- Communicated class expectations and student goals with volunteers to ensure each students' progress is measured, relaying feedback to guardians

VOLUNTEER

RGD Volunteer October 2018
DesignThinkers Toronto, ON

- Capture and edit event photography alongside a team of six photographers for future promotion

Judge – Graphic Design Presentation March 2018
Ontario Technological Skills Competition (OTSC), York Toronto, ON

- Assessed submissions based on technique, conceptual process, and criteria fit
- Presented evaluation and constructive comments to all contestants to encourage their renewed participation

CERTIFICATIONS

Student Member 2018
RGD (Association of Registered Graphic Designers) Toronto, ON

ALICE SMITH

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experience

Designer Intern, Pixel Studios, *Toronto ON*
May 2018 - Aug 2018

- Produced 20+ graphic illustrations published on website
- Collaborated with communications team to distribute internal infographics for monthly newsletter
- Created visual mockups for three clients using Adobe Photoshop, Adobe Dimension and Adobe XD
- Communicated ideas through each step of the design process including sketch presentation and deck production

Social Media Assistant, BlogTO, *Toronto ON*
Sep 2016 - Apr 2017

- Scheduled over 20 email campaigns to different audience segments using MailChimp to measure engagement
- Planned an advertising campaign through Instagram and tracked metrics to determine effective content
- Conducted research on a specified target audience to construct two consumer profiles for effective targeting

Visual Merchandiser, H&M, *Toronto ON*
Jan 2014 - Sep 2016

- Styled mannequins on a seasonal basis with new clothing items to entice customers with current fashion trends
- Organized clothing in a neat manner to be easily located
- Provided style guidance to customers in order to upsell clothing and exceed sales goals by 45%
- Consulted with team members to identify areas of improvement when effectively handling customer concerns

volunteer experience

Production Assistant, Toronto Fashion Week 2018, *Toronto ON*
Aug 2018 - Nov 2018

- Monitor production calendar to track shipments from vendors
- Liaise with internal departments to place required orders

Student Ambassador, Humber College, *Toronto ON*
Sep 2017 - Aug 2018

- Facilitate campus tours to over 200 prospective students, promoting the on-campus benefits and services
- Complete over 300 phone calls and answer all inquiries

education

Graphic Design, Humber College
Sep 2016 - May 2019

Completed courses in:

- Web technology
- Experience design
- Digital publishing

awards

1st Place, Marketing Magazine
Oct 2018

2nd Place, Marketing Magazine
July 2017

3rd Place, OSTC Graphic Design
May 2015

certifications

Member, RGD
May 2018

Google Analytics, Google
Jan 2018

Hootsuite
Jan 2016

additional skills

Product Design

Digital Illustration

Editorial Design

Social Media Analytics

Storyboarding

Adobe Creative Cloud