

## 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