

ALICE SMITH

a Toronto, ON A1B 2C3
e alicsmith1@email.com
c (416) 675 6622
w alicsmithportfolio.com

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