



## 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 produce 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.