

RESUME



EDUCATION

University of Toronto at Mississauga (2005- 2009)
HBA, Visual, Culture, and Communication Specialist Program

Sheridan College (2006- 2009)
Digital Communications Diploma

GRAPHIC DESIGNER

Caroline K
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Ontario, Canada

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INTRODUCTION

Charismatic and continuously evolving visual communications professional. Excellent team player and motivator with a strong focus on results, which allows me to complete projects of the highest quality on time.

EXPERIENCE

Freelance. January 1st, 2022 to present

A few opportunities with companies allowing me to explore making videocommercials and motion graphics using Canva, along with production artwork projects I had the opportunity to come across through networking.

Yummi Candles. September 27, 2021 to December 24, 2021

Senior graphic designer In charge of social media posts on instagram, facebook and tiktok reflecting brand identity. Creating email blasts to US and Canadian customers on new launching products. Updating Yummi Candles' website to reflect seasonal themes of the year. Revamping brand presence.

Responsible for the redesign of the Christmas Village 2021 of Yummi's store front in the distillery location. Cabin staging elements to reflect chosen winter theme through visual illustrations and photoshopped image of potential finish plan and look for approval.

Responsible for romance product photography and advertisement in newspaper spread, along with colour correction for specific product colours reflecting on shopify website and amazon.

Signage for factory/ store to reflect informative direction to employees and in store clients. Creating illustrative instructive manuals for candle carousel for set up purposes for our clients.

Brainstorming with company owners on the rebranding of package designs for their various products : candles, essential oils, and soap products.

Upper Canada Soap. November 11th, 2016 to December 25th , 2019

Completed Upper Canada's catalogues in InDesign which included product design, photo-editing, visuals, text and created product barcodes to scan for purchases per item and bulk. Made a complete brand identity for Upper Canada's men's lines called Whiskey & Tobacco, aswell as Cedar & Sage from concept design to finished product.

Created all the gift sets for Brompton & Langley, solidifying its brand along the way by selecting appropriate packaging effects and visuals for each season / holiday. Along side TJ Maxx's Therawell Aromatherapy Sets – Holiday 2017, Spring 2017 and Holiday 2018.

Created the look and feel for our Collagen Danielle line, along with some activated charcoal products. Revamped the Brand All About Men (Standard and Active categories) who were sold to TJ Maxx. Designed and created production for Danielle wash off face masks and brush wipe and Therawell's Himalayan Lamp packaging. Helped in launching Canadas 150th Naturally Maple line creating a separate look and feel.

Orchard International Inc. February 18th, 2014 to September 13th , 2016

An intermediate graphic designer who designs detailed presentations for crucial clients. These clients, such as Sephora, Hudson's Bay, Holt Renfrew, The shopping Channel, Joe Fresh, Fossil, Bath and Body Works etc, expect quality and clarity.

These presentations include designing bags, cosmetic componentry, brushes, bath products and many other products as close as possible to what the production will be. As a result, I prepare artwork for the design of all the products presented in presentation either for the client's requested purchase or for sampling purposes. These include patterns on fabric, copy, hot stamps for all bags, componentry, and brushes.

A strong focus on branding, while designing for each unique client-- as well as creating brand identity for a few of our smaller clients. Working well with other team members that include product developers, sales representatives, senior graphic designers, junior graphic designers, and the creative director.

EXPERIENCE

EthnoDialogue Inc. February 4th, 2012 to June 7th,2013

Intermediate graphic artist at an advertising agency specializing in ethnic marketing -responsible for driving innovative concepts, direction, and production for a various target audiences for clients.

Re-branding EthnoDialogue : changing the look and feel of the brand to invite a different audience by redefining logo, buisness cards, email signatures, website, holiday cards, presentations and EthnoDialogue's way of communication/ attitude.

Typesetting for projects in multiple languages (French, Mandarin, Cantonese, Punjabi, Tamil, Hindi, Greek, Vietnamese, Tag-a-log, Spanish, Polish, Portuguese, Arabic, Urdu, and German).

Mocked 2-D innovative design layouts that were made into 3D products: Designing car wrap mock ups into production for the Chevrolet brand. Also, mock ups of event deliverables (pop up tents, event layout and orientation, promotional products, and posters of tactical programs for clients.

Full responsibility of pre, post production and everything in between on video and photo-shoot sets. This includes being in charge of storyboards as well as on site direction during the shoot. Post work includes photo and video touch ups.

3H Communication Inc. November 7 to November 25, 2011

A production artist responsible for design revisions and product packaging.

Visual checker for typesetting, visuals, and the overall balance.

Responsible for designing website banners, spec sheets, and poster design for many of their well- known clients.

Played essential role in participating in 3H's daily brainstorming sessions, which would result in collaborating ideas to create a new and original campaign for each client.

Designed and assembled packaging. The process beggining from print and ending with a final packaged design formed to perfection by following designed die-lines and fold lines.

Compose Media February to September 2011

Managed one of the largest projects. This involved researching the company's industry, analyzing competitors' visual communications strategies, using that information to develop the concept and direction of the design, and put together an implementation plan.

Transformed Compose Media's work culture by motivating team members to be more -collaborative and results-oriented.

Strengthened design skills by thinking outside the box and using different mediums.

Conceptualized, designed and launched Compose Media's 2011 advertising campaign.

Responsible for transforming office look and feel.

Heavily involved in design process for various client projects.

Involved in company development of processes and procedures.

Responsible for communicating and facilitating ideas to customers.

Contribute to overall company advertising and marketing.

Researched business opportunities and new fields of work.