

Profile:

Sand is a multidisciplinary graphic designer with over 9 years of in-house and studio experience. Sand's area of expertise is brand identity design, however, he also has several years of experience in print production, marketing collateral, web design and most recently, social media. Sand is a passionate, driven designer who prides himself on his strong work ethic and engaging personality.

Objective:

Seeking an opportunity to showcase a unique combination of print and web design skills in a progressive work environment that values creativity.

Qualifications:

- Collaborating with up to 36 different team members to ensure project accuracy and quality design standards are met.
- Co-ordinating the design and delivery of product advertising with vendors
- Shooting product photography (package and beauty) for design and print use.
- Proofing projects to address and resolve any discrepancies or inaccuracies that may have occurred during the design process.
- Delivering final print-ready files for print in various optimized formats.
- Optimizing graphics for faster rendering times without compromising quality.
- Processing and delivering daily social media content to Facebook, Twitter and Online Blog pages.
- Utilizing HTML, CSS and Wordpress skills to design, modify and maintain Wordpress websites.
- Curating digital assets to ensure the latest versions and their various formats are delivered appropriately.
- Interfacing directly with clients/customers to determine needs and goals of projects, followed up with revision requests and followed approval process before print.
- Improving and revitalizing previously designed artwork from other designers and team members.
- Designing visual identity guides to streamline and strengthen brand integrity.
- Creating and implementing promotional activities, including print and online advertising, direct mail campaigns and broker education events
- Monitoring and driving usage of online merchandise store (e-store) and events registration website.

Technical:

Photoshop



InDesign



Illustrator



HTML/CSS



Wordpress



Social Media



Copywriting



Word



PowerPoint



Outlook



Education:

2007 - [George Brown College](#),
Toronto, ON

[Communication Design Diploma](#)

Employment History:

- 2015 - 2016:
[Mortgage Architects](#) - Graphic Designer
- 2012 - 2015:
[Longo's Market](#) - Graphic Designer
- 2009 - 2012:
[Creative 7](#) - Graphic Designer
- 2009 - 2009:
[Renewed Computer Technology](#) -
Graphics Coordinator
- 2008 - 2008:
[GalliPro Studios](#)

Clients:

- Mortgage Architects
- Radius Financial
- Longo's Market
- Canadian Automobile Association (CAA)
- City Councillor Ana Bailão,
- Nova Era Bakery
- Carassauga

Deliverables:

- Event Design & Branding
- Direct Mail Campaigns
- HTML Email Drip Campaigns
- Longo's Bi-weekly Flyers
- Longo's Thank You Rewards Emails
- Longo's In-Store POS
- Longo's Charitable Golf Website
- Corporate Identity Packages
- Corporate Branding Guides
- Corporate Stationery
- Wordpress Websites
- Animated Web Banners
- Product Mock-ups
- Magazine Ads & Layouts
- Event Posters
- Vinyl Decals/Wraps
- Social Media Graphics
- Multi-lingual Design