

PROFILE

Sand is a dynamic, multidisciplinary graphic designer with over 15 years of proven success crafting standout brand identities in both in-house and agency environments. Known for his strategic eye and creative precision, Sand transforms complex brand visions into cohesive, memorable visual experiences—from logos and identity systems to marketing collateral, web interfaces, presentations, and high-impact e-blasts. A true problem-solver at heart, he combines deep technical expertise in print and digital production with an infectious passion for design that inspires teams and delights audiences. Sand is driven by curiosity, integrity, and an unwavering work ethic.

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 for design and print use.
- Proofing projects to address discrepancies or inaccuracies that may have occurred during the design process.
- Delivering print-ready files for print in various optimized formats.
- Optimizing graphics for faster rendering times Processing and delivering daily social media content to Facebook and Instagram.
- 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 to determine goals of projects, followed up with revisions and 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.
- Monitoring and driving usage of online merchandise store and events registration websites
- Resolving day-to-day marketing related support tickets for broker network and internal head office team
- Overseeing scheduling, planning, execution and delivery of events, spanning from regional educational symposiums to nation wide conferences
- Staying up to date with the latest design trends, especially within the real estate sector, to keep our content fresh and relevant.
- Ensuring consistent brand messaging across various platforms by adhering to visual brand guidelines.

EDUCATION

2007

George Brown College,
Toronto, ON
Communication Design Diploma

EMPLOYMENT HISTORY

- **2017 - 2025**
In2ition Realty - Graphic Designer
- **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 - Graphic Designer

DELIVERABLES

- Business Pitch Presentations
- Year In Review Campaigns
- Folded Holiday Greeting Cards
- Covid Directional/Info Signage
- Sales Data Content Marketing
- Monthly E-Newsletters
- Charitable Campaign Rollout
- Corporate Identity Packages
- Corporate Branding Guides
- Corporate Stationery
- Corporate Folded Brochures
- Longo's Bi-weekly Flyers
- Longo's Monthly Menus
- Longo's Thank You Rewards Emails
- Longo's In-Store POS
- Longo's Charitable Golf Wordpress
- Wordpress Websites
- Booqable Shopify Websites
- Web Banners
- Magazine Layouts
- Magazine Ads
- Event Invitations
- Event Banners & Booth Design
- Vinyl Decals/Vehicle Wraps
- Social Media Graphics & Animations