

WELL HELLO.



PROFILE:

A meticulous, creative graphic designer skilled in design and production techniques. Thrives in dynamic settings, adept at meeting deadlines.

Quick learner, applies new design methods effectively. Enthusiastic, self-driven, analytical, and detail-oriented. Recognized for integrity, reliability, and excellence. Energetic, personable, and dependable, fosters strong client and staff relationships.

EDUCATION:

2002 - 2006, Georgian College
Graphic Design Diploma
(with honours)

HOBBIES

- Spinning
- Gardening
- Swimming
- Family

EXPERIENCE:

eCapital • **Graphic Designer**
Remote: Jan 2023 - April 2024 • Remote

During my tenure at eCapital, I led the brand refresh initiative as the lead designer, meticulously crafting a comprehensive brand guideline for consistent communication. Collaborating across teams, I shaped our brand identity and developed marketing materials aligned with our objectives. Keeping abreast of trends, I enhanced visual content and oversaw the creative development of educational and sales materials, ensuring creativity and precision in design execution. Proficient in Adobe Suite and Microsoft Suite, I possess a keen eye for detail and a passion for user experience and design. With a robust portfolio showcasing creativity and problem-solving skills, I am enthusiastic about contributing to a collaborative marketing team committed to innovative design solutions, team growth, inclusivity, and integrity.

Shoreline Graphics • **Owner/Lead Designer**
Remote: 2016-2022 • 187 Shoreline Drive, Oro-Medonte, ON

Shoreline Graphics, my freelance venture, enables impactful outcomes for clients. As owner and lead designer, I collaborate with diverse clientele on various design projects. Prioritizing listening over speaking ensures seamless workflows and client satisfaction. Notable freelance collaborations include Aviva Insurance, Formcor, Focal Point Coaching Excellence, Howe & Wye, Soft Choice, Micro Tracers, as well as numerous realtors, musicians, and small businesses. Transitioning from employee to self-employed has honed my time management, self-motivation, and organizational skills.

Brightworks Interactive Marketing • **Art Director**
In-office: 2007-2016 • 100 Broadview Ave, Toronto ON

At award-winning Brightworks, I progressed from graphic designer to art director. Responsibilities included mentoring, leading print project seminars, training on web accessibility, onboarding, developing print processes, art direction for pharmaceutical projects, designing healthcare communications, conceptualizing client presentations, and mastering Adobe software. Notably, I contributed to projects adhering to PAAB Code and crafted designs for various platforms including print, web, and social media.

PROFESSIONAL SKILLS:

- Social Media
- Branding
- Typography
- Ad Design
- Infographics Design
- Print Design
- Web Design

TECHNICAL EXPERTISE:

- Photoshop
- Illustrator
- InDesign
- Web & Print Design
- PowerPoint
- Adobe Acrobat

PROFESSIONAL ATTITUDES:

- Creativity
- Listening Skills
- Communication
- Attention to Detail
- Problem Solving
- Independence
- Adaptability
- Time Management
- Flexibility
- Remote Work Setup & Experience
- Office Collaboration Experience

REFERENCES:

Grace Marquez • Creative Director • Brightworks Interactive Marketing

“Chrissy is an increasingly rare art director who is fluent in both the print and the digital worlds. Long before beginning the visual design, she thinks through the design problem to ensure that the strategy is sound and then proceeds to bring it to life in a variety of well-thought out solutions. She’s a thinking designer and art director. She **works well with other project team members, keeps everyone organized and up to date on her progress or next steps** and communicates well to mentor junior talent. She understands and practices accessibility. She can think strategically but sweats the small stuff right down to the finest of details. If you want someone who takes great ownership of her work - and all aspects of it - Chrissy does just that and more!”

Andrew Stephenson • Partner • Brightworks Interactive Marketing

“I have worked with Chrissy for over 10 years on a wide variety of creative projects and she is one of the best designers I have ever worked with (and I’ve worked with a lot!). **She asks the right questions, puts herself in the shoes of the end-user and delivers amazing quality work that is on strategy AND great attention to detail.** I wouldn’t hesitate to recommend her to anyone looking for a talented and skilled designer.”

Katrina Matuch • Account Director • Brightworks Interactive Marketing

“Chrissy is an incredibly talented art director, with strong attention to detail. She always presents multiple ways of approaching a challenge and walks you through her journey. Once on-boarded to a brand, Chrissy becomes an expert to the visual language. She orients herself to the client business objectives and delivers on brief. In my experience, **clients are blown away by the range of recommendations that Chrissy provides.** I have worked with Chrissy on conceptual work, through to production. She is a master managing and overseeing revisions and prepress processes. Chrissy is responsive, a clear communicator and a pleasure to work with!”

Additional recommendations and contact details are available upon request. View my LinkedIn recommendations [here](#).