



## QUALIFICATION PROFILE

Accomplished, creative, passionate and self-motivated graphic designer and social media marketer with over 15 years of experience for retail pre-press production. Multi-talented professional, dynamic team player with exceptional collaborative and interpersonal skills. Highly proficient in client and account representative relations. Accustomed to performing in deadline-driven environments.

## TECHNICAL SKILLS

InDesign CC, Illustrator CC, Photoshop CC, QuarkXpress 6.5, Acrobat Reader, Acrobat Distiller, GMC Inspire, Comosoft Iago, Media Bank, Basic: Dreamweaver, After Effects, Video Mobile Editing, Intermediate: Microsoft Word, Microsoft Excel

## DESIGN PROFICIENCY

Direct to Mail, Facebook Timeline Ad Design, Catalogue Layout, Design Concepts, Ad/Flyer design, Retail Layout, Logo Design, Image Correction, Typography, Sign Graphics, Creative Problem Solving, Pre-press file preparation

## DESIGN HISTORY/ACHIEVEMENTS/VOLUNTEER WORK

### LUMINATO FESTIVAL

2006 - Present

- an ambassador for Luminato, Toronto's Festival of Arts and Creativity for the past 13 years
- awarded 5th, 10th, 12th & 13th year of Volunteer Service Certificate 2011/16/18/19
- engaged and interacting with the public and fellow ambassadors gives me a sense of hope and love for our diverse multicultural city we all call "Toronto"
- coordinated with the stage manager to ensure all artists are ready to go on stage
- supervised a fellow youth ambassador during the opening ceremony

### ST JOSEPH COMMUNICATIONS

2004  
2010

- nominated for Chairman's Choice Award
- designed and coordinated the Chairman's Choice Award creative concepts

### SEARS CANADA INC

1999  
2000  
2001  
2002  
2003

- designed concept for Children's Wear pages
- designed logo for The Look Spring/Summer feature section
- participated in pre-planning for the new look of Spring/Summer catalogues
- designed concept for the Vanity Fair openings and Sweater Shop
- designed layouts and front cover concepts of the 50th anniversary edition specialty catalogue

### SEARS TRAVEL SERVICE SUMMER MAIN LOBBY DISPLAY

1998

- preplanned and coordinated the What's New Campaign

### PORTFOLIO DESIGN EXCHANGE EXHIBITION

1996

- George Brown Student Exhibition of Visual Arts

## WORK EXPERIENCE

### 2012 - PRESENT MARIE ANNABELLE UY DESIGNS/SOCIAL MEDIA MARKETER

- collaborate with clients, marketers and designers, to grow and nurture brands identity
- provide page layout, design concept, typography, logo/word mark, packaging, Facebook timeline, Facebook cover banners, business cards and flyers
- excellent negotiator, strong team player and social media advertiser
- available for full time, contract or freelance opportunities



## WORK EXPERIENCE

### 2015 - PRESENT CAREGIVER/PART TIME WORK: HUDSON'S BAY PART TIME SALES ASSOCIATE

- worked part time for 17 months in order to provide care for my terminal ill mother who has since passed • some of this part time position included: Seasonal Christmas Gift Wrapper Associate • responsible for wrapping gifts based on certain specification and techniques • assist in the opening and closing of the location • interact with customers and help management keep the area clean
- assist all cash and donation transactions, including nightly accounting • promote "All proceeds go to The Salvation Army"
- in 2017, worked part time, in order to care for my dad who had a very traumatic open heart & bypass surgery, which require to be hospitalized • Seasonal/Part Time Sales Associate • responsible for maintaining and organizing assigned areas • provide great customer rapport and service • engage and interact with customer • process all Point of Sales transactions accurately in a proficient and friendly manner • inform and encourage customer on savings and promotions by applying for company's credit card and rewards program • help retrieve customers' online store pickup by ensuring the transaction had been acknowledge & completed

### 2012 - PRESENT BASo Canada FREELANCE GRAPHIC DESIGNER/SOCIAL MEDIA MARKETER

- create Facebook timeline and cover banners, flyers and class schedules • promote and advertise classes and workshops via Facebook groups • plan, organize and co-ordinate social events • coordinate, design and negotiate with a supplier to create a new 2015 BASo Canada tshirts

### ST JOSEPH COMMUNICATIONS

#### 2011 - 2014 PI MEDIA GRAPHIC ARTIST/PRODUCTION ARTIST

- working with art director, production department and account team, designed seasonal and specialty catalogues • worked in conjunction with creative director to design catalogue covers • create files with proper images and descriptions for client to easily input and ready for web • check final internal pages to ensure accuracy and quality control • create PDF files to be sent for client approval

#### 2010 - 2011 CMI GRAPHIC ARTIST/PRODUCTION ARTIST

- create weekly retail and supercentre flyers/ads/inserts across Canada • rebuild source ads to meet client creative specs and space allocation • with project manager, managed a database of images and pricing information to facilitate production

#### 2003 - 2010 PI MEDIA GRAPHIC ARTIST/PRODUCTION ARTIST

- working with art director, production department and account team, designed seasonal and specialty catalogues • worked in conjunction with creative director to design catalogue covers • provide page and final assembly updates in the daily team status meeting • prioritized incoming jobs according to daily status and deadlines

### SEARS CANADA INC

#### 1998 - 2002 ONLINE PUBLISHING CATALOGUE FASHION APPAREL TEAM/GRAPHIC ARTIST

- create page layout for seasonal and special events catalogues • provide design concepts for high profile fashion pages by working closely with the Art Co-ordinator • maintain and updated logo files • check final internal pages to ensure accuracy and production quality control • coordinate with writers, english and french editors for rewrites and/or translations

## EDUCATION/CERTIFICATION

#### 2017 SHAW ACADEMY

Digital Marketing Diploma, currently taking Advanced Digital Marketing online

#### 2001 DPA COMMUNICATIONS

Internet Certificate, HTML, Dreamweaver, Adobe ImageReady, Text Edit, basic Adobe After Effects

#### 1993-1996 GEORGE BROWN COLLEGE

Graphic Design Diploma

#### 1992 - 1993 GEORGE BROWN COLLEGE

Graphic Sign Design & Production

## REFERENCES Available upon request