

EMPLOYMENT HISTORY

SENIOR GRAPHIC ARTIST – ROLF C. HAGEN

Aug 2016 – Present

- Conceptualization and execution of creative design solutions across brand identities, packaging, digital and print media, ensuring alignment with brand guidelines and strategic goals.
- Manage multiple design projects simultaneously from concept to completion, meeting tight deadlines.
- Collaborate closely with marketing teams to develop visually impactful assets that support campaigns and product launches, leveraging expertise in print design, web design, and video editing/animation to achieve strategic goals.
- Mentor and provide creative direction to junior designers, offering feedback and guidance to maintain high design standards.
- Use Adobe Creative Suite (Photoshop, Illustrator, InDesign, After Effects) and other relevant tools to produce high-quality visual content.

SENIOR DESIGNER – PHENIX COMMUNICATIONS

Aug 2012 – Aug 2016

- Collaborated with design team to develop creative materials from concept to final artwork.
- Provided art direction, project management and design support to colleagues across various projects.
- Created and executed impactful visual concepts for brand identities, online platforms, marketing collateral, digital and print advertising, and trade show/exhibition materials.
- Engaged with clients to understand their goals and translated briefs into strategic, visually compelling design solutions.
- Art directed photo shoots to deliver engaging visuals for use in print collateral and online.

GRAPHIC DESIGNER – VECTORANDSHIFT COMMUNICATIONS

March 2007 – July 2012

- Collaborated with design team to develop creative materials from concept to final artwork.
- Created and executed impactful visual concepts for brand identities, online platforms, marketing collateral, digital and print advertising, and trade show/exhibition materials.

WEB DESIGNER – DASCAL MARKETING GROUP

July 2006 – March 2007

- Designed engaging and on-brand website experiences, blending aesthetics with functionality to support marketing goals and user interaction.
- Crafted intuitive layouts and interactive elements that enhanced the digital storytelling of the brand.

MARKETING COORDINATOR/GRAPHIC DESIGNER – PRIMA LINEA MARKETING INC.

July 2004 – July 2006

- Developed creative concepts and designed in-house marketing collateral across print and digital platforms.
- Designed and executed visually engaging trade show booths that aligned with brand identity and marketing objectives.

TECHNICAL ILLUSTRATOR – BOMBARDIER AEROSPACE

2003: Internship | 1999 – 2001: Summer and part-time

- Produced technical drawings for airplane maintenance manuals.

DESIGN SKILLS

- Brand Identity
- Packaging Design
- Print Production
- Website Design
- Video Editing & Animation
- Adobe Creative Suite
- Wordpress

PROJECT & COLLABORATION SKILLS

- Cross-functional Team Collaboration
- Art Direction
- Project Management
- Mentoring & Team Leadership

EDUCATION

CONCORDIA UNIVERSITY

1999 – 2004

BFA – Specialization in Digital Imaging/Sound

VANIER COLLEGE

1996 – 1999

DEC – Architectural Technology

LANGUAGES

English: Written and Spoken

French: Spoken