

647.542.0735

denisoconnordesigner@gmail.com





#### PROFILE

Experienced Graphic Designer with a proven track record in the event services, printing, and marketing industries. Highly skilled in both traditional and digital design, with a strong foundation in the visual arts. Continuously enhancing my expertise through evening courses, applying new skills directly in my current role. Known for being adaptable, detail-oriented, and able to multitask while providing reliable support across teams.

# EDUCATION



2019 TO 2022

# CERTIFICATE IN FRONT END WEB DEVELOPMENT

Sheridan College

2020 TO 2021

# CERTIFICATE IN ADVANCED GRAPHIC DESIGN

George Brown College

2018 TO 2019

# **CERTIFICATE IN GRAPHIC DESIGN**

**Humber College** 

2017 TO 2018

# **CERTIFICATE IN SOCIAL MEDIA**

**Humber College** 

2008 TO 2009

# HONOURS DEGREE IN GRAPHIC DESIGN

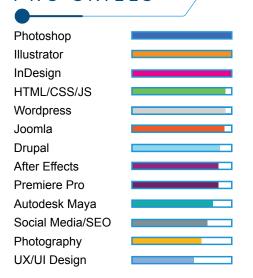
Atlantic Technological University

2003 TO 2006

# **DEGREE IN GRAPHIC DESIGN**

Atlantic Technological University

# PRO SKILLS



# WORK EXPERIENCE



#### Nightingale Corp | 2022 - Present

#### **DIGITAL GRAPHIC DESIGNER**

Managed the design and execution of all print and digital marketing materials while overseeing production budgets and maintaining the company's Drupal website.

Created technical drawings, product renderings, and detailed information pages to support new product development and promotional efforts.

Produced sales presentations, newsletters, social media content, and videos to enhance client engagement and brand visibility.

Collaborated with senior leadership on showroom redesigns and supported the sales team with customized visual assets.

#### TruCash | 2022

#### **DIGITAL CONTENT MARKETER - CONTRACT**

Customized web templates using HTML, CSS, and JavaScript for client platforms and virtual portals.

Designed a range of marketing materials including posters, case studies, and promotional displays for client presentations.

Created 3D graphics, animations, and augmented reality content for the company website using Autodesk Maya.

Produced animated explainer videos, edited mobile app UI designs, and developed internal newsletters using MailChimp.

#### Human Resources Professionals Association | 2020 - 2021

### **DESIGN AND CREATIVE SPECIALIST - CONTRACT**

Designed a variety of print and digital materials, including annual reports, corporate branding, digital ads, and newsletters, from concept to completion.

Maintained brand consistency across all communications and print production, while contributing to the planning and content of the HRPA website.

Produced email campaigns in HubSpot and monitored performance through analytics, while also creating graphics for social media and video content.

Demonstrated strong proficiency in Adobe Creative Suite and WordPress, and supported digital ad deployments for major events like the HRPA 2021 Annual Conference.

# IBI Group | 2020 - 2020

# **INTERMEDIATE GRAPHIC DESIGNER - CONTRACT**

Utilized creative design skills to develop print and digital materials including high-value proposals, booth graphics, brochures, and presentations.

Collaborated with cross-functional teams to produce e-communications, marketing videos, and custom client-facing deliverables.

Maintained brand consistency by creating layouts using corporate templates and providing creative direction throughout the design process.

Managed production of print-ready assets, met tight deadlines, and ensured efficient organization of design files and project resources.

#### Pro-X Event | 2016 - 2020

# **GRAPHIC DESIGNER - FULL TIME**

Designed a wide range of marketing materials and digital assets using Adobe Creative Suite, and maintained the company's WordPress website with updated content and visuals.

Contributed to the design and launch of a U.S.-focused website, supported social media marketing with custom graphics and posts, and helped generate leads that resulted in new client acquisitions.

Enhanced website SEO and traffic using tools like Google Analytics, SEMrush, and Yoast, while also assisting with blog content and promotional campaigns.

Supported print production and finishing tasks, trained staff on file preparation, and performed administrative duties including organizing media assets and preparing print proofs.