

SUMMARY

Detail-oriented Graphic Designer with 5+ years of in-house design experience. Expertise in designing for print and packaging, including file preparation for print, illustration, and government regulations for food labeling. As part of a small and agile team, excelled at giving and implementing constructive feedback and managing own timelines and workload. Seeking to further my career as a designer and move into a more senior position by gaining leadership skills and experience.

EDUCATION

Bachelor of Design, Communication Design
Emily Carr University of Art and Design
Completed June 2016

SKILLS

Software

InDesign
Illustrator
Photoshop
Animate
After Effects
XD
Microsoft Office Suite
Asana

Technical

Typography
Illustration
Packaging Design
Print Design
Wordpress
Mail Chimp
Conversational French

INTERESTS

Fashion
Video Gaming
Art and Illustration

Baking
Cross Stitch
Technology



Kaeley Slaney
Communication Designer

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WORK EXPERIENCE

Graphic Designer

Purdys Chocolatier
September 2019–Present

Junior Graphic Designer: March 2018–September 2019

- Created engaging packaging designs, taking items through the entire design process, from art direction, conceptualizing, illustrating assets, set up for print with specialty finishes and liaising with Quality Assurance to conform with food labeling regulations, while working within budgetary restrictions.
- Redesigned Brand Guidelines document and employee handbooks, focusing on consistent typography throughout and hierarchy of information.
- Collaborated with marketing department to create engaging customer facing collateral, notably PR mailers for influencer packages.
- Managing own workload and timelines in order to meet deadlines and collaborating with other team members to ensure work is of the highest quality by providing and implementing feedback.
- As part of a lean and agile team, had opportunities to touch all aspects of design within the company, including creating digital assets and assisting in executing designs for in-shop signage campaigns.

Designer and Owner

Don't Cross a Bitch (Etsy and eCommerce Business)
August 2020–Present

- Designing cross stitch patterns, creating typography and illustration and translating to pixelized artwork, as well as test stitching to ensure correct colour translation from screen to thread and fabric, and formatting patterns to sell.
- Create content for and manage social media presence.
- Designed branding and Wordpress website.

Junior Graphic Designer

Escents
December 2017–February 2018

- Supported marketing initiatives by preparing in-store signage and posters.
- Created email and social media images.
- Updated templated labels for products.
- Assisted with online shop transition to Shopify.

Marketing Intern

John Fluevog Shoes
February 2017–September 2017

- Produced graphics for the twice weekly email newsletters.
- Created and updated POP signage for stores.
- Created the robot designs for the 2017 *Win 10 Years of Free Shoes* contest.
- Managed communication between stores and charities for a shoe-based charitable initiative that donated funds to charities that supported women's causes in each city with a Fluevog store.

Website Administrator + Design Assistant

Italian Day Festival Society
January 2015–June 2018

- Completed co-op term with non-profit group and transitioned to contractor.
- Wordpress website administration.
- Supported graphic designer by creating miscellaneous graphics.
- Ensured image files were formatted as required for web and print.