

Vancouver, BC

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Professional Summary

Enthusiastic problem solver with over 11 years experience in creative direction, innovative graphic design, project leadership and team management. Consistently delivering high-impact creative campaigns, panoramic cooperate identities and extensive marketing collateral through visual story telling and strategic direction. Acclimatised to inter-departmental collaboration to achieve functional and sustainable growth within teams as well as enterprise-wide.

Education:

BA (Hon) Visual Communications - Munster Technological University - Cork, Ireland

Professional Experience:

Creative Lead - Paris Orthotics Ltd. - Vancouver BC - *Nov 2022 - Present*

- Successfully curating and solidifying the separate brand identities for the two pillars of Paris Orthotics Ltd.
- Directing the Marketing team and Operations team through the creation and application of visual assets.
- Conducting external developers through optimized UX and UI designs for both website and mobile applications.
- Conceptualizing and designing a wide variety of digital, print and environmental assets.
- Designing and carrying out digital, print, event and social media marketing plans and strategies.

Graphic Designer - GreenPlanet Wholesale Ltd - Surrey, BC - *Feb 2019 - Nov 2022*

- Solidified a strong brand identity for multiple companies under the GreenPlanet umbrella through innovative design and problem solving. (GreenPlanet Wholesale, GreenPlanet Nutrient, and Pacific Northwest Garden Supply.
- Improved customer experience through visual design and UX & UI implementation.
- Created annual product catalogues for GreenPlanet and associated brands containing over 1,700 products for both print and digital outputs.
- Crafted hundreds of print and digital assets for sales, store front, website, social media and more.

Sales Support Supervisor - Staples Canada - Vancouver BC - *Nov 2018 - Feb 2019*

- Daily store operations, team management, key holding, cash handling and customer service.

Store Supervisor - Selected FEMME/HOMME - Cork, Ireland - *Nov 2016 - 2018*

- Daily store operations, team management, staff training, key holding, cash handling and customer service.

SKILLS HIGHLIGHTS

- Creative Direction
- Art Direction
- Team Management & Leadership
- Strategic Planning
- Project Management
- Visual Communication
- Graphic Design
- Content Creation
- Digital Marketing
- Social Media Management
- UX/UI Design & Optimization
- Campaign Management
- Process Mapping
- Illustration
- Corporate Identity
- Brand Development

SOFTWARE HIGHLIGHTS

Adobe Creative Suite Proficiencies:

- Adobe Photoshop
- Adobe Illustrator
- Adobe InDesign
- Adobe After Effects
- Adobe Premier

Digital Software Proficiencies:

- Canva
- Figma
- Asana
- Google Business
- Microsoft 365
- Word Press
- Wix Business
- Wordpress

CERTIFICATES

WES - Educational Credential Assessment

Bachelors Honours Degree

Google Garage

The Fundamentals of Digital Marketing

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www.ellendalydesign.com