Loic Kasangu
Graphic Designer

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https://loic.work

SKILLS

Branding
Typography
Storyteling
User Experience
Product Design
Collaboration
Web Design & Development
Problem Solving

SOFTWARE

Adobe Creative Cloud
(Illustrator, Photoshop, InDesign, XD)
HTML/CSS/Javascript
Shopify/Liquid
Github
Figma
React/Next.js
Microsoft Office (Excel, Word, PowerPoint)
Photography
Video Editing

LANGUAGES

English - Fluent
French - Fluent

REFERENCES

Available upon request

PORTFOLIO

https://loic.work

WORK EXPERIENCE

Graphic Design Intern, 4ye®
Brampton, ON
January 2021 - June 2021

Junior Graphic Designer, 4ye®
Brampton, ON
March 2023 - March 2024

Collaborated cross-functionally to develop a forward-looking marketing strategy aligned with company growth goals.
Provided high-quality deliverables for the lead graphic designer and creative team.
Oversaw large strategic campaigns from creative brief to launch, including style guide creation and post-launch evaluation.
Produced creative briefs, conceptual directions, campaign assets, and retrospectives on project work.
Designed original artwork for apparel collections (caps, hoodies, pants, reWork).
Created brand decks for internal and external use using Adobe InDesign.
Researched and predicted trends, contributing to the company's 50% revenue growth.

Art Director, www.notreyork.com
Toronto, ON
2021 - Present

Organized, planned, and oversaw all design projects from conception to delivery.
Designed and sourced original pieces, including jewelry, apparel, and accessories.
Enhanced images, fonts, and layouts using graphic design software.
Generated ideas to portray concepts and advertise products/services.
Maintained brand standards and consistency across all marketing projects.
Stayed up-to-date with industry developments and tools.
Designed and maintained company websites.

Graphic Designer & Web Designer, Freelance
2018 - Present

Collaborated with 25+ brands and small businesses, developing imagery, branding, logos, and Shopify themes.
Managed client communications, ensuring high-quality work delivery that exceeded customer expectations.
Successfully met strict client deadlines.
Designed, developed, and customized Shopify themes from scratch using HTML, CSS, and JavaScript/jQuery.
Proficiently utilized Liquid templating language for theme customization, optimizing for dynamic content and ease of use.
Conducted routine theme updates, enhancements, and maintenance for optimal functionality and security.