

Béatrice Doval-L'Heureux

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EDUCATION

OCAD University

Bachelor of Design in Graphic Design (BDes)

Toronto, ON

September 2022 - Present

École secondaire Toronto Ouest

Ontario Secondary School Diploma

Toronto, ON

September 2018 - June 2022

- Bilingual OSSD Certificate
- Specialist High Skills Major (SHSM) Certificate - Arts and Culture

WORK EXPERIENCE

Public Health Agency of Canada

Junior Graphic Designer

Toronto, ON

June 2025 - August 2025

- Developed visual identities and style guides for internal teams, including colour palettes, typography, and icons, in alignment with accessibility and bilingual (EN/FR) standards.
- Designed and updated infographics, charts, and annual reports to communicate team accomplishments and key performance indicators.
- Created visual assets for the Office of Public Health Field Services and Training (OPHFST) unit, ensuring clarity, consistency, and inclusivity across all materials.

Conseil Scolaire Viamonde

Junior Graphic Designer

Toronto, ON

June 2024 - August 2024

- Planned, designed, and scheduled a comprehensive editorial calendar for the School Board's social media platforms (Instagram, Facebook, X) for the 2024-2025 academic year, including posts, stories, and banners.
- Created illustrations and graphic elements for internal use (educational reports and presentations) and external distribution (website and promotional materials), ensuring consistency with the Board's visual identity.
- Collaborated with the marketing team to design engaging visuals aimed at increasing reach and interaction on social media.

Université de l'Ontario français

Junior Graphic Designer

Toronto, ON

September 2021 - June 2023

- Collaborated with the marketing team to create print and digital advertisements for Maclean's magazine and l'Express's newspaper.
- Utilized Adobe Illustrator, InDesign, and Photoshop to design eye-catching banners and signage for the 2023 Ontario Universities' Fair.
- Developed an extensive graphic branding guide for internal users, ensuring consistent and cohesive visual representation across all departments and faculties at the University.
- Collaborated with cross-functional teams to execute the production of sub-brand faculty and department logos in addition to a comprehensive set of faculty badges, resulting in increased brand recognition and improved departmental identity.
- Organized and designed the University's 2022-2023 annual report both in French and English.

Conseil scolaire Viamonde – École élémentaire Charles-Sauriol

French Tutor

Toronto, ON

September 2021 - June 2023

- Providing one-on-one French tutoring for 20 elementary school students, increasing their reading levels to provincial averages. Using a selection of graded narrative and informative texts and weekly tutoring sessions, students are encouraged to develop new critical thinking skills and tools.
- Collaborating with teachers to develop individualized lesson plans tailored to each student's learning needs, improving their enunciation and reading comprehension.
- Establishing an engaging and exciting learning environment to motivate students.

Shoppers Drug Mart – Zaby Noori Pharmacy LTD.

Supervisor, Cashier

Toronto, ON

July 2020 - August 2022

- Supervised cashier, merchandiser, and cosmetic teams responsible for handling inventory and assisting customers efficiently. Delegating, directing, and organizing coworkers as needed.

- Mentored 15 cashiers on best practices related to safety and sanitation regulations, customer service goals, and proper equipment use.
- Executed daily cash deposits, register balancing operations, and additional cash-related paperwork. Ensuring minimal discrepancies in lottery, stamp, transit fare, and high-value item sales. And compiling and validating cash, credit, voucher, and reimbursement transactions.

Collège La Cité

Administrative Assistant

Toronto, ON

October - December 2019

- Assisted with developing, planning, and implementing strategies to organize office space and supplies.
- Maintained master calendar, scheduling staff meetings, appointments, and promotional events.
- Updated databases, contact lists, and Excel spreadsheets regularly.
- Welcomed guests, issued passes, and took incoming phone calls at reception.

Théâtre français de Toronto

Administrative Assistant, Client Liaison

Toronto, ON

July - August 2019

- Contacted potential customers by email to distribute monthly schedules to increase client prospects. Opened and updated customer accounts with personal information.
- Updated databases, contact lists, and Excel spreadsheets regularly.
- Coordinated and collated data required for quality management, productivity and performance improvement needs.

LEADERSHIP EXPERIENCE

École secondaire Toronto Ouest – SHSM

Toronto, ON

Artist

May – August 2022

- Collaborate with other students to produce a mural on the theme of Francophonie (4.2 m x 1.4 m).
- Respect the parameters established by the school administration and the SHSM coordinator while maintaining the initial concept art.
- Established and managed the project budget using an Excel spreadsheet.
- Choose paint, tools, and techniques to create the mural.

Coopérative radiophonique de Toronto – CHQ FM 105.1

Content & Social Media Assistant (Co-Operative program)

Toronto, ON

March – May 2021

- Oversaw social media content to align with brand identity and target audience.
- Developed unique and on-trend video and static image content for web-based and mobile applications. Resulting in increased likes and following.

Conseil scolaire Viamonde – École secondaire Toronto Ouest

Toronto, ON

Library Assistant (Co-Operative program)

May – June 2021

- Supported senior librarian in maintaining archives and collections of books, periodicals, magazines, and newspapers. Guiding and facilitating the purchase of new resources.
- Promoted library services and programs through flyers, banners, and newsletters.
- Managed efficient operations by keeping materials properly coded, classified, and catalogued for ease of use.

SKILLS & INTERESTS

Skills: Adobe Creative Cloud (InDesign, Photoshop, After Effects, Illustrator) | Microsoft Office 365 | Google Workspace

Languages: French | English

Interests: Graphic Design | Coding (HTML, CSS, Python) | Photography