



CASSANDRA FLOROFF

graphic designer

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(647) 505 - 7006
vaughan, ontario

tech skills

adobe cc

web design

html & css

design skills

print design
web design
corporate design
user interface design

soft skills

passionate
team player
time management

SUMMARY

As an educated and certified graphic designer whose skill set extends beyond digital and print design, I am anxious to take the next step in my career. Having spent the past few months in a corporate setting motivated by sales and hospitality, I have developed a well-rounded understanding of the marketing world and my role as the designer. I've learned to approach project design with a calculated mindset to maximize the user experience and reach intended goals.

ACADEMIC HISTORY

UNIVERSITY OF GUELPH

Class of 2018 | Honours Bachelor
of Applied Arts in Media Studies

HUMBER COLLEGE

Class of 2018 | Diploma in Media Communications
Co-Web Designer | Award Winning Website
emergemagazine.ca/2018

WORK EXPERIENCE

DEFINITIVE MORTGAGE GROUP

GRAPHIC DESIGNER & ASSISTANT
SUMMER 2017-2019

- Creating layout designs for professional letterheads
- Designing weekly powerpoint presentations for client visuals
- Prepared, edited, and distributed department documents

BYPETERANDPAULS.COM | engine8media.com

GRAPHIC DESIGNER & GENERALIST
SUMMER 2019-PRESENT

- Responsible for all the creative needs of 14 venues including restaurants (ex. Universal EventSpace, Hotel X, David Duncan House)
- Summarize and condense marketing messages into visually pleasing graphics to encourage sales
- Ensuring all material remains within branding guidelines for each corresponding venue
- Workload includes digital and print material such as menus, postcards, ads, catalogues, packaging, e-blasts and more