



CASSANDRA FLOROFF

graphic designer

cassandrafloroff.ca
cassandrafloroff@gmail.com
(647) 505 - 7006
vaughan, ontario

tech skills

adobe cc

web design

html/css & cms

design skills

print design
web design
corporate design
user interface design

soft skills

passionate
team player
time management

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
<https://www.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

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 menus, postcards, flyers, ads, catalogues from design to print