émilie brunet

BRAND DESIGNER & CREATIVE LEAD

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Émilie Brunet is a Brand Designer and Creative Lead with 7+ years of experience crafting cohesive brand identities, leading campaigns, art directing shoots, and designing multi-platform assets that drive engagement and impact.

Work Experience

MEDFAR
Brand & Marketing Design Lead

May 2023–Present | Montreal, QC

- Led a full company rebrand, including logo, visual identity system, and rollout across all client touchpoints, contributing to a **222%** increase in LinkedIn followers and **69%** increase in website traffic.
- Collaborated with marketing, sales, and product teams to launch campaigns that exceeded performance goals.
- Art directed videoshoots, photoshoots, campaigns and events, ensuring brand cohesion throughout.

Lotus Medical
Senior Graphic & Web Designer

January 2022–May 2023 | Montreal, QC

- Developed and maintained brand identities for parent company and clinic sub-brands, contributing to a consistent visual presence across **2+** clinics.
- Designed and optimized **3** company websites.
- Developed campaign design concepts and collateral through cross-functional collaboration.

KarmaDharma
Graphic Designer

April 2021–October 2021 | Ottawa, ON

- Raised **$9.1 M** through a multi-channel fundraising campaign for the newly-constructed Orleans Health Hub.
- Modernized OPHA's brand with a new logo, color palette, and typography, boosting recognition and aligning the visual identity with its professional image.

Canadian Blood Services
Graphic Designer

June 2019–April 2021 | Ottawa, ON

- Executed campaign graphics for the 2020 Type to Save a Life blood typing event, reaching **26** cities across Canada and educating **3,660** students about their blood type.
- Designed campaign graphics for Canadian Blood Services' 2020 Cord Blood Awareness Month, raising awareness of cord blood donation and its life-saving potential.

Education

Concordia University
September 2015–April 2019 | Montreal, QC
Bachelor of Fine Arts | Design

Awards

President's Award
September 2015–April 2019 | Montreal, QC

Skills & Software

Creative Strategy & Leadership

- Brand development
- Art direction
- Visual identity systems
- Cross-functional collaboration

Brand & Campaign Design

- Graphic design
- UX/UI design
- Advertising (digital & print)
- Campaign design
- Event design
- Publication design

Technical Skills & Platforms

- Adobe Creative Suite
- Figma
- Webflow, WordPress, Wix
- HTML/CSS
- Mailchimp, Hubspot, Salesforce

Languages

- English (native)
- French (fluent)