



ART DIRECTOR & DESIGNER

I'm a highly motivated creative professional. I hope to push boundaries and create original content that makes people think differently. I love strategic thinking and developing stories that intrigue the world through design and effective branding.

EDUCATION

2014 - 2016
Humber College, Toronto, ON
School of Media Studies & IT
Advertising & Graphic Design
2-year Diploma

2005 - 2010
University of Waterloo, Waterloo, ON
Bachelor of Arts, Honours English,
specialization linguistics

EXPERIENCE

Sept 2016 - December 2016 - Contract
Brand Manager & Art Director

Town Moto, Toronto, ON
Strategized marketing and promotional plans to drive sales.
Managed all social media platforms.
Art directed photography and layout
for social media, banners and the website.

June 2016 - Sept 2016
Art Director Intern
Bensimon Byrne, Toronto, ON
Responsible for conceptualizing and executing
advertising projects with copywriters.
Provide art direction for social media, banners and websites.

2013 - 2016
Freelance Art Director & Designer
Toronto, ON
Provide artistic direction on behalf of start-up companies.
Logos, packaging and website design.
Community management and PR for independent retailers.

May 2016 - June 2016
Design Intern
Anderson DDB, Toronto, ON
Designed brochures, packaging and websites.
Ensured all design elements met client's brand guidelines.

REACH ME HERE

647-895-4633
wendylaurala@gmail.com

SKILLS

- Superior communication skills
- Strong interpersonal skills
- Quick learner and adaptable to new environments
- Detail and deadline oriented
- Community management

TECHNICAL SKILLS

- Proficient in Adobe programs: Photoshop, Illustrator, InDesign and Microsoft Office
- Experience with CSS, HTML, Javascript, Front End Development and Lightbox
- Comfortable with PC and Mac

VOLUNTEER EXPERIENCE

Summer 2014

English & French Tutor

English School Board, Montreal, QC

- Tutored English, French, History and Math to adolescent kids in the alternative school board in Montreal.

2009 - 2011

Bike Mechanic

Recycle Cycle, Kitchener, ON

- Repaired and tuned bicycles for refugees arriving to Canada. Taught basic bike repair maintenance.

AWARDS

Esther Fedele Memorial Award, Humber College
November 2015

- Presented to a student continuing into the second year of the Advertising & Graphic Design program who has attained excellent academic skills and exhibited a willingness to assist his/her fellow students.

LANGUAGES

- English
- Conversational in French & Cantonese

MORE ABOUT ME

I climb rocks, run races, and swing kettlebells in my spare time.