

JOSIE TA

Graphic & Visual Designer

◆ Toronto, ON, Canada

♥ (204)-298-9528

✦ Josie.ta28@gmail.com

■ [Linkedin.com/in/josieta](https://www.linkedin.com/in/josieta)

PORTFOLIO

See my work at:

myjosie.ca



PROFILE

With **five years** of experience in the graphic design industry in Canada, I have sharpened my skills, specializing in **editorial design, packaging, brand identity, motion graphics, and web design**. Additionally, working in a design agency has honed my instincts for problem-solving, identifying client needs, and teamwork.

WORK EXPERIENCE

TOM POWELL DESIGN STUDIO, WINNIPEG, MB

2021 to Present – Full-time Remote

- **Print Products Implementation:** Developed and prepared print-ready files for a wide range of products, from **small items** like pins, buttons, flyers, and postcards to **large-scale formats** such as **billboards, out-of-home displays, and window banners**. Specialized in **complex print setups**, including **newspapers, packaging, food truck designs, posters, brochures**, and more.
- **Digital Products Preparation:** Designed and finalized digital graphics for **social media** (Facebook, Instagram, Twitter, LinkedIn) and **digital ads**, ensuring brand consistency. Produced **motion videos** and **animated banner ads** using **After Effects** and **Google Web Designer**.
- **Website Animation Creation:** Worked with development teams to create **GIFs** and **animations** for websites using **After Effects** and **LottieFiles**.
- **Creative Creation:** Collaborated with team members on **branding design**, developed illustrations to enhance **packaging visuals**, and played a key role in **campaign branding** projects.
- **Internal & External Collaboration:** Partnered with outsourced agencies and freelancers to develop animation videos, ensuring sketches and **storyboards** translated effectively into final animations.

CREATIVE FREELANCER

2020 to Present – Remote

- **Email Marketing Assets Preparation:** Designed **email marketing** campaigns for private schools using **Finalsite**, **HubSpot**, and **Mailchimp**.
- **Presentation & Document Design:** Designed visually compelling presentations for **pitches** and **marketing materials** using **Google Slides, Docs, PowerPoint**, and other platforms, based on client specifications.
- **Multifaceted Print & Digital Design:** Designed a variety of assets, including **logos/branding designs**, gift cards, outdoor signs, menus, posters, and social media graphics, ensuring consistency across print and digital media.

QUALIFICATIONS

- Adobe Illustrator
 - Photoshop
 - InDesign
 - Figma/Adobe XD
 - Framer/Webflow
 - HTML/CSS
 - Procreate
 - After Effects
 - Google Web Designer
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ACHIEVEMENTS

SIGNATURE AWARDS

By Advertising Association of Winnipeg

2024

Winner: [Tourism Westman Park Badges](#), and **Runner-Up:** Instacake Mother's Day Cards in the Illustration or Original Artwork (Single or Series) category.

Runner-Up: Instacake Best Friend Display in the Out-Of-Home Miscellaneous category.

2023

Winner: [Instacake Alien Birthday Card](#), and **Runner-Up:** Instacake Best Friend Cake Kit in the Illustration or Original Artwork (Single or Series) category.

EDUCATION

GRAPHIC DESIGN DIPLOMA | 2018-2020

[RRC Polytech - Winnipeg, MB, Canada](#)

- 3.6 GPA Graduation
 - **Courses:** Digital Production, User Experience Design, Design History, Typography, Professional Communications, Principles of Drawing, Industry Research, Digital Production, Design Management, Campaign, Interaction Design, Production Techniques, Editorial Design, Illustration, Portfolio Presentation.
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CERTIFICATIONS

KEYFRAME:

- UI/UX Certificate
- Figma Apply Certificate
- Case Study: [Glow Mingle](#)

CODE ACADEMY:

- HTML Course
- CSS Course

MARKET MOTIVE:

- Digital Marketing Foundation
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SOFT SKILLS

- **Teamwork** with & support web team.
- **Creativity** to bring fresh ideas each brief.
- Highly **focus on details** & editorial.
- **Brief analytics** for sketches & storyboards.
- **Collaboration** with external agencies.
- **Typography, layout, composition, & color theory.**
- Manage multiple & simultaneous **deadlines.**
- Incorporate feedback and **take/give direction** well.