JOSIE TA

Graphic & Visual Designer

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PORTFOLIO

PROFILE

Explore my work:



With **four 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 Remotely

- O Print Products Implementation: Developed and prepared print-ready files for a wide range of products, from small items like pins and buttons to large-scale formats swuch as billboards, out-of-home displays, and window banners. I also specialized in complex print setups, including newspapers, packaging with foils, food truck designs, posters, brochures, flyers, and postcards.
- O Digital Products Preparation: Created and finalized digital graphics for social media posts (Facebook, Instagram, Twitter, LinkedIn) and digital advertising banners, ensuring brand identity consistency across various platforms. Additionally, produced motion videos and animated banner ads using After Effects or Google Web Designer.
- O Website Animation Creation: Collaborating with development teams by designing GIFs and animations for websites using After Effects, LottieFiles.
- O Internal & External Collaboration: Collaborated with outsourced agencies and freelancers to develop animation videos, ensuring sketches and storyboards were feasible and the final product met the client's requirements.

CREATIVE FREELANCER

2020 to Present - Remotely

- Email Marketing Assets Preparation: Designed and developed email marketing newsletters for a private school, optimizing the customer journey through Finalsite, HubSpot, and Mailchimp.
- Presentation & Document Design: Created visually compelling document presentations for pitches and marketing agency presentations using Google Slides, Google Docs, PowerPoint, and other platforms as per client specifications.
- Multifaceted Print & Digital Design: Designed a variety of assets, including gift cards, outdoor signs, menus, posters, and social media graphics, ensuring consistency across print and digital mediums.

QUALITIFICATIONS

- Adobe Illustrator
- Photoshop
- InDesign

- Figma/ Adobe XD
- Framer/ Webflow
- HTML/ CSS

- Procreate
- After Effects
- Google Web Designer

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

- 3.61 GPA Graduation
- O 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.

CERTIFICATIONS

KEYFRAME:

- UI/UX Certificate
- Figma Apply Certificate
- O Case Study: Glow Mingle

CODE ACADEMY:

- HTML Course
- CSS Course

MARKET MOTIVE:

Digital Marketing Foundation

SOFT SKILLS

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