

JOSIE TA

Visual & Graphic 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

I'm a Graphic Designer with 5 years of experience in digital and print design, **skilled in UI/UX and Figma**. I'm passionate about creating user-centered, visually appealing digital products and seeking a UI/UX or Visual Designer role to apply my skills.

VISUAL PROJECTS

GLOW MINGLE APP

[View Project](#)

- Designed UI and created prototypes in **Figma**.
- Conducted usability testing with [Optimal Workshop](#) for iterative UX improvements.
- Used [Mobbin](#) for UI/UX testing to ensure functional and visually consistent designs.
- Applied visual hierarchy, typography, and color theory using **Illustrator** and **Photoshop**.

PORTOFLIO WEBSITE

[View Site: myjosie.ca](https://myjosie.ca)

- Designed wireframes and interfaces in **Figma**, focusing on user-centered design.
- Hand-coded the site in **Visual Studio Code** using **HTML**, **CSS**, and **JavaScript**, ensuring responsive design and cross-browser compatibility.
- Hosted on **Netlify** for fast load times and optimal performance.
- Created illustrations and animations with **Illustrator** and **After Effects** to enhance user engagement.
- Applied modern design trends for a clean, accessible experience while showcasing my personal style.

SKILLS & TOOLS

DESIGN & PROTOTYPING TOOLS:

- Figma, Adobe XD, Sketch
- Webflow, Framer, Visual Studio Code
- Photoshop, Illustrator, InDesign
- After Effects, LottieFiles
- Wireframing & Prototyping

FRONT-END DEVELOPMENT & UI/UX SKILLS:

- HTML, CSS
- Basic JavaScript
- User Research & Usability Testing
- Interaction Design & Visual Design
- Responsive & Mobile Design

CERTIFICATIONS

KEYFRAME:

- UI/UX Certificate
- Figma Apply Certificate

CODE ACADEMY:

- HTML Course
- CSS Course

MARKET MOTIVE:

- Digital Marketing Foundation
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WORK EXPERIENCE

TOM POWELL DESIGN STUDIO, WINNIPEG, MB

2021 to Present – Full-time Remote

- **Website Animation:** Created **GIFs** and **animations for websites** using **After Effects** and **LottieFiles** in collaboration with development teams.
- **Digital Products:** Designed and finalized **social media graphics**, **digital ads**, and **animated banner ads** with **After Effects** and **Google Web Designer**, ensuring brand consistency.
- **Print Products:** Prepared print-ready files for diverse products, from small items to large formats like **billboards** and **out-of-home displays**. Specialized in **complex print setups** such as **newspapers** and **packaging**.
- **Creative Work:** Collaborated on **branding design**, developed illustrations for packaging, and contributed to **campaign branding** projects.

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.
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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, **Digital Production**, **Interaction Design**, **HTML/CSS**, Principles of Drawing, Industry Research, Design Management, Campaign, Production Techniques, Editorial Design, Illustration, Portfolio Presentation.
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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.