

Josie Ta | (204)-298-9528 | Toronto, Canada
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Graphic Designer/ Illustrator

With **3+ years of experience** in the graphic design industry in Canada, I have sharpened my skills, specializing in **editorial design, packaging, brand identity guidelines, motion graphics, and web design**. Additionally, working in a design agency has honed my instincts for **problem-solving, identifying client needs, and teamwork**.

Portfolios

- [1. Creative Outstanding Projects](#)
- [2. Pro Skills Projects](#)

Qualifications

Adobe Illustration | Adobe Photoshop | Adobe Indesign | After Effects | Adobe XD | Figma | Procreate | Adobe Fresco | HTML/CSS | Finalsita | HubSpot | Mailchimp | Excel | Word | PowerPoint

Work Experience

[Tom Powell - Winnipeg, MB, Canada](#) | Graphic Designer

September 2021 - Present

- 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 such 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**.
- 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, as well as producing **video content** from concept to completion, including **motion graphics** using After Effects.
- Website Animation Creation: Collaborating with development teams by designing **GIFs and animations** for websites using **After Effects**.
- 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.
- Email Marketing Assets Preparation: Designed and visualized **email marketing newsletters** for a private school, tailoring the customer journey using **Finalsita, Hubspot, and Mailchimp**.

Achievements

[Signature Awards - Winnipeg, MB, Canada](#)

- [Awards 2022](#) | Category: Annual Report Design
Awarded **Runner Up** for "[Better Together Annual Report](#)" (Agriculture In The Classroom - MB)
- [Awards 2023](#) | Category: Illustration or Original Artwork (Single or Series)
Awarded **Winner** for "[Alien Birthday Cake Card](#)", and **Runner Up** for "[Best Friend Cake Kit](#)" (Insta Cake)

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Education

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

September 2018 - September 2020

- **3.61 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.

Certifications

Keyframe:

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

Code Academy:

- HTML Course
- CSS Course

Finalsite Training:

- Website Flxer-Upper Certificate

HubSpot Academy:

- HubSpot Design Certificate

Market Motive:

- Digital Marketing Foundation

Skill Set

- **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