

# JOSIE TA

Graphic & Visual Designer

◆ Toronto, ON, Canada

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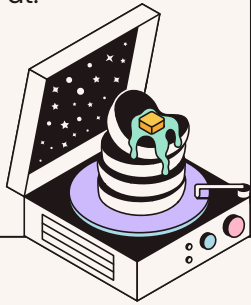
✦ Josie.ta28@gmail.com

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## PORTFOLIO

See my work at:

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



## PROFILE

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 Remote*

- **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. Additionally, produced **motion videos** and **animated banner ads** using **After Effects** or **Google Web Designer**.
- **Website Animation Creation:** Collaborating with development teams by designing **GIFs** and **animations** for websites using **After Effects, LottieFiles**.
- **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 – Remote*

- **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.

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## QUALIFICATIONS

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

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### 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.

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## EDUCATION

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### GRAPHIC DESIGN DIPLOMA | 2018–2020

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

- 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.
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## CERTIFICATIONS

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#### 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

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- **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