

# 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  | PROFILE   |
|--|---|
| <p>See my work at:<br/><a href="https://myjosie.ca">myjosie.ca</a></p>  | <p>With <b>four years</b> of experience in the graphic design industry in Canada, I have sharpened my skills, specializing in <b>editorial design, packaging, brand identity, motion graphics, and web design</b>. Additionally, working in a design agency has honed my instincts for problem-solving, identifying client needs, and teamwork.</p> |

## 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**.
- **Internal & External Collaboration:** Partnered with outsourced agencies and freelancers to develop animation videos, ensuring sketches and storyboards translated effectively into final animations.
- **Creative Creation:** Collaborated with team members on **branding design**, developed illustrations to enhance **packaging visuals**, and played a key role in **campaign brandings**.

### 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:** 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
- 

## 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.
- 

## CERTIFICATIONS

---

#### KEYFRAME:

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

#### CODE ACADEMY:

- HTML Course
- CSS Course

#### MARKET MOTIVE:

- Digital Marketing Foundation
- 

## 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