

# TESSA SHERIN-SNIDAL

Graphic Designer

## CONTACT

✉ tessa@sherinsnidaldesign.ca

📞 (613) 447 – 8377

💰 sherinsnidaldesign.ca

🌐 linkedin.com/in/tsherinsnidal

🎨 behance.net/tsherinsnidal

## PROGRAMS

- Illustrator
- Photoshop
- InDesign
- Animate
- After Effects
- Photoshop
- Dimension
- Xd
- LiveCycle
- Acrobat Pro
- Media Encoder
- Dreamweaver
- Atom
- WordPress
- Squarespace
- Shopify
- NotePad++
- Microsoft Office
- Google Suite
- Lectora

## COVER LETTER

### PRINT & DIGITAL DESIGNER

I am well versed in creating both printed and digitally delivered marketing and learning materials and collateral such as flyers, brochures, newsletters, logo designs, business cards, posters stationery, website design, motion graphics pieces, social media advertisements, e-modules, dynamic and static forms, job aids, infographics and much more. I have demonstrated experience in adult learning development and design using the ADDIE model and have worked with and tested in a Learning Management System. I am adept at working with multiple programs in Adobe, Microsoft and Google Suites. I can efficiently code websites using HTML, CSS and JavaScript working with many different web design platforms such as WordPress, Shopify, Squarespace, Dreamweaver, Atom and GitHub.

In addition to my knowledge base, I actively seek out new technologies, programs and techniques and stay up-to-date with industry trends and advancements in my field. This acquired experience, knowledge base and determination to provide quality deliverables on time have allowed me to stay ahead of the curve and provide exceptional, innovative, timely work to all of my employers, including those I have worked for on a project basis.

I am respected, diligent and professional and work well in solving challenging problems against tight timelines in a team and an individual environment.

I would love to set up a future interview to discuss my abilities, how I would be a great asset for you and your company and my love of graphic design.

Thank you very much for your time and consideration; I look forward to hearing from you soon.

Sincerely,

*Tessa Sherin-Snidal*

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## SKILLS



## LANGUAGES



## EXPERIENCE

### GRAPHIC DESIGNER

SHERIN SNIDAL DESIGN – FREELANCE CONTRACTOR

SEPTEMBER 2015 – PRESENT

#### Responsibilities and duties:

Work with different clients across multiple platforms: print, UX / UI, branding, web, motion, screen, and illustration. Design artwork from initial clients' concepts to final production preparation of various materials, such as mock-ups, job aids, posters, pamphlets, motion graphics, manuals, annual reports, and product flyers and coupons.

- Work with clients to approve multiple designs.
- Keep the client's brand consistent throughout material / platform outputs.
- Review and resolve discrepancies on documents.
- Format client artwork for production.

CATSA - ANALYST, TRAINING AND CERTIFICATION DEVELOPMENT

AUGUST 2018 – NOVEMBER 2020

#### Responsibilities and duties:

Develop, design, and maintain quality, adult learning, training aids and assessment tools, using the ADDIE model, for training and certification of airport screening officers Canada wide.

- Collaborate with co-workers and key stakeholders to establish and validate training content, while identifying and keeping with adult-appropriate content, teaching methodology and materials.
- Develop and test E-modules on a Learning Management System and an X-ray training platform.
- Create dynamic formulas that cover test and address the criteria needed to be covered.
- Develop and design training for ongoing trial changes to procedures and equipment.
- Conduct front-end analysis and testing to determine the objectives of the material and what level of experience or knowledge can be assumed.
- Determine types of training strategies most suitable for the subject matter, goals, intended audience and platforms to be used on.
- Maintain consistency between both English and French outputs.

SCOUTS CANADA – JUNIOR INTERN DESIGNER

JANUARY 2018 – MAY 2018

#### Responsibilities and duties:

Design artwork from concepts to final production for various materials/collateral, such as, job aids, posters, pamphlets / flyers, motion graphics, manuals, annual reports, newsletters, and website assets.

- Format artwork for production.
- Keep a consistent brand throughout material outputs.
- Review and resolve discrepancies on documents.

## SERVER

JACK ASTOR'S HUNT CLUB

AUGUST 2015 – DECEMBER 2018

CARLETON GOLF AND YACHT CLUB

MAY 2012 - AUGUST 2015

#### Responsibilities and duties:

Attending to guests' needs and providing customer service:

- Open and close the restaurant.
- Collect payments from customers.
- Complete money transactions.
- Stock service areas with supplies.
- Provide fast and courteous service.
- Skillfully anticipate and address guest service needs.
- Train and support new servers.

## EDUCATION

ADVANCED DIPLOMA IN GRAPHIC DESIGN

APRIL 2018 – ALGONQUIN COLLEGE

GENERAL BACHELOR OF ARTS – MINOR IN CLASSICAL STUDIES, VISUAL ARTS

APRIL 2015 – UNIVERSITY OF OTTAWA

ONTARIO SECONDARY SCHOOL DIPLOMA

JUNE 2008 – SOUTH CARLETON HIGH SCHOOL

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