

# TESSA SHERIN-SNIDAL

Graphic Designer

## CONTACT

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## SKILLS



## LANGUAGES



## EXPERIENCE

### GRAPHIC DESIGNER

SHERIN SNIDAL DESIGN – FREELANCE CONTRACTOR

SEPTEMBER 2015 – PRESENT

#### Responsibilities and duties:

Work with multiple clients – such as: **Cayenne Creative, Scouts Canada, Spark\*Advocacy, Green Melon** – across different 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