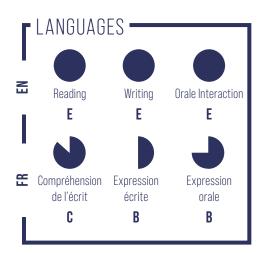
# TESSA Sherin-Snidal

Graphic Designer

### CONTACT -

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## TECHNOLOGY •

- · Adobe Illustrator · Sketch
- · Adobe InDesign · WordPress
- · Adone ilinesiğii Woldi res
- · Adobe Photoshop · Squarespace
- · Adobe After Effects · Shopify
- · Adobe Xd · GitHub
- · Adobe Dreamweaver · Microsoft Outlook
- · Adobe Animate · MS PowerPoint
- · Adobe LiveCycle · MS Word
- · Adobe Acrobat · MS Excel
- · Adobe Media Encoder · MS Teams
- Adobe media Enecaci me ream
- · Adobe Dimension · Zoom
- · Atom · Google Suite
- · InVision · Lectora

# **ABILITIES AND COMPETENCIES**

#### MANAGEMENT

- Build and maintain relationships and partnerships to facilitate and improve program and service delivery.
- · Delegate jobs to the most suited team members and maintain equal workloads.
- Identify best practices, gaps, recommend improvements and ensure compliance and quality assurance.
- · Identify problems, evaluate options and make recommendations.
- · Introduce a client appreciation program to incite an increase in returning clients.
- · Manage and organize inventory with monthly audits to aid with loss prevention.
- Monitor and evaluate projects, programs or services.
- · Provide program, project support and coordination services.
- · Provide technical advice and guidance on the application of policies and procedures.
- Recommend ways to improve service delivery, identify potential risks and recommend mitigation strategies.
- Support and monitor a project from initial concept to delivery, ensuring standards are applied and expectations are met.
- Manage contracts and invoices for clients and third-party vendors, monitoring and making recommendations to ensure they stay within the budget.

#### **GRAPHIC DESIGN**

- · Collaborate with key stakeholders to establish and validate the covered material.
- · Edit existing and develop new document templates
- · Format and edit client artwork and photography for print / digital production.
- · identify and apply relevant methodologies and materials.
- · Implement graphics and layouts for documents in both digital and print.
- · Keep the client's brand consistent throughout material / platform output.
- · Prioritize and organize project timelines.
- · Research the latest direction and trends; identify their role in an environment.
- · Review and resolve discrepancies between multiple documents / languages.
- Use and understand creative briefs to create final products, such as websites, signage, infographics, mock-ups, job aids, posters, pamphlets, motion graphics, manuals, annual reports, product flyers and coupons, etc.
- · Work both alone and in a team environment
- Work with clients such as Cayenne Creative, Scouts Canada, Spark\*Advocacy, Green Melon — brief and advise concerning design style, format, production and timescales, across multiple platforms: print, UX / UI, branding, web, motion, illustration, etc.
- · Work with clients to produce multiple designs in a high-pressure environment.

### TRAINING DEVELOPMENT

- · Conduct front-end analysis and testing.
- · Create dynamic, simple forms that cover all related criteria.
- Determine the objectives and what level of audience experience or knowledge can be assumed.
- Determine training strategies most suitable for the subject matter, goals, intended audience and platforms.
- Develop and design material to address ongoing changes to subject matter and technology.
- · Develop and test e-learning modules on Learning Management Systems.
- Develop operational tools, work procedures and documents such as guides, toolkits or templates.
- Develop, design, and maintain quality and consistency of adult learning training aids and assessment tools using the ADDIE model for training and certification of airport screening officers and their trainers Canada-wide.

# **TESSA** SHERIN-SNIDAL

Graphic Designer

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## SKILLS.

- · Action-Oriented
- Adaptability
- Analytic
- · Client Focus
- · Collaborative
- · Colour Theory
- · Communication
- · Detail-Oriented
- · Judgement
- · Initiative
- · Innovative
- Integrity

- Multitasking
- · Organization
- Prioritization
- · Problem Solving
- · Project Management
- · Punctual
- · Reliability
- · Taking Criticism
- · Team Player
- · Tech Savvv
- · Time Management
- · Work Under Pressure



















CSS



**JavaScript** 

- Branding
- · Display/Screen
- · Illustration
- Motion
- · Print/Layout
- Typography
- · UX/UI
- · Web Design

# **ABILITIES AND COMPETENCIES cont...**

### **GENERAL**

- · Analyze and summarize information from a variety of sources.
- Assess project / trial proposals, recommend, prioritize and screen the project / trial, monitor to completion.
- Contribute and create written communication materials.
- Draft and submit responses for queries and reviews.
- Financially monitor projects for clients and ensure on-time payments.
- Identify the information needed to clarify a situation.
- Quickly and correctly enter data into forms, systems and programs from various data sources or applications.
- Quickly learn technology, including various digital systems, tools and applications.
- Seek detailed information from appropriate and reliable sources.
- Use skilled questioning to draw out the information needed.
- Work in program and service delivery in partnership with policy development.
- Ensuring organizations and clients adhere to and meet requirements set forward in the program / trial.
- Develop and provide advice and technical assistance with cost analysis, fiscal allocation and budget preparation of projects.
- Recommend quality control and process improvements to overall business processes.

# **EMPLOYMENT HISTORY**

EMPLOYMENT AND SOCIAL DEVELOPMENT CANADA — PM-03 PROJECT OFFICER

APRIL 2021 - PRESENT

FREELANCE GRAPHIC DESIGN — CONTRACTOR

SEPTEMBER 2015 - PRESENT

CATSA — ANALYST. TRAINING AND CERTIFICATION DEVELOPMENT

AUGUST 2018 - NOVEMBER 2020

JACK ASTOR'S — SUPERVISING SERVER

AUGUST 2015 – DECEMBER 2018

**SCOUTS CANADA** — JUNIOR INTERN DESIGNER

JANUARY 2018 - MAY 2018

CARLETON GOLF AND YACHT CLUB — MANAGING SERVER

MAY 2012 - AUGUST 2015

## **EDUCATION**

ADVANCED DIPLOMA IN GRAPHIC DESIGN

**ALGONQUIN COLLEGE** — APRIL 2018

BACHELOR OF ARTS — MINOR IN **CLASSICAL STUDIES**, **VISUAL ARTS** 

**UNIVERSITY OF OTTAWA** — APRIL 2015

ONTARIO SECONDARY SCHOOL DIPLOMA

**SOUTH CARLETON HIGH SCHOOL** - JUNE 2008