

TESSA SHERIN-SNIDAL

Graphic Designer

CONTACT

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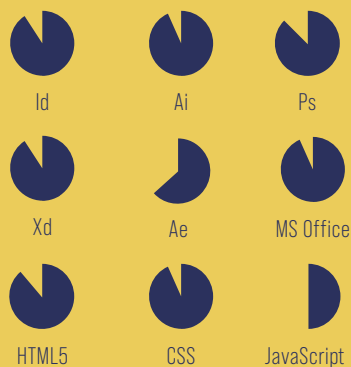
👤 behance.net/tsherinsnidal

SKILLS

SOFT SKILLS

- Analytic
- Client Focus
- Collaborative
- Colour Theory
- Communication
- Detail Oriented
- Initiative
- Innovative
- Multitasking
- Organization
- Prioritization
- Problem Solving
- Project Management
- Punctual
- Taking Criticism
- Tech Savvy
- Time Management
- Work Under Pressure

PROGRAMS



DESIGN

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

LANGUAGES

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EXPERIENCE

GRAPHIC DESIGNER EXPERIENCE

- 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 with clients to approve multiple designs in a high-pressure environment.
- Keep the client's brand consistent throughout material/platform outputs.
- Work both alone and in a team to prioritize and organize project timelines.
- Review and resolve discrepancies between multiple documents/languages.
- Format and edit client artwork and photography for print and digital production.
- Implement graphics and layouts for documents in both digital and print.
- Edit existing and develop new templates for documents and projects.
- Follow and understand the latest direction and trends and their role in an environment.
- Collaborate with key stakeholders to establish and validate the covered material, identifying and keeping with all methodologies and materials.
- Develop and test on a Learning Management System and all training platforms.
- Create dynamic, simple forms that cover all related criteria.
- Develop and design material for ongoing changes to subject matter and technology.
- Conduct front-end analysis and testing to determine the objectives and what level of experience or knowledge can be assumed.
- Determine the types of strategies most suitable for the subject matter, goals, intended audience and platforms used.

FREELANCE GRAPHIC DESIGN - CONTRACTOR

SEPTEMBER 2015 - PRESENT

Work with clients — such as **Cayenne Creative, Scouts Canada, Spark*Advocacy, Green Melon** — briefing and advising them concerning design style, format, production and timescales, across multiple platforms: print, UX / UI, branding, web, motion, illustration, etc.

CATSA - ANALYST, TRAINING AND CERTIFICATION DEVELOPMENT

AUGUST 2018 - NOVEMBER 2020

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.

SCOUTS CANADA — JUNIOR INTERN DESIGNER

JANUARY 2018 - MAY 2018

CUSTOMER SERVICE AND MANAGEMENT EXPERIENCE

- Complete transactions and create invoices for orders.
- Manage and organize inventory with monthly audits to aid with loss prevention.
- Delegate jobs to the most suited team members and maintaining equal workloads.
- Provide fast and courteous service, skillfully anticipating the client's needs.
- Introduce a client appreciation program to incite an increase in returning clients.
- Key-holder responsible for training and supervising ten team members.

JACK ASTOR'S HUNT CLUB - SUPERVISING SERVER

AUGUST 2015 - DECEMBER 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