

TONI CATER

Designer | Illustrator



tonic.illustration@gmail.com



416-795-8213



Tonicater.me

It is with great enthusiasm that I wish to apply for the job opportunity at Neovation Learning Solutions.

I am very interested in your graphic designer position and believe that I have all of the necessary skills and experience to excel as a contractor at your company.

I have a Bachelor's Degree in Design from the Ontario College of Art and Design University (OCADU) and have spent several years focusing my education and work experience on graphic and illustrative work. I have gained a wealth of experience through hosting extracurricular programs I participated in while completing my studies. I have taken on prominent leadership roles, and have organized a variety of programs and events during my studies at OCADU.

At Enable Education, I learned to juggle three different skill sets (motion graphic designer, illustrator, and video editor) in one position, working with a small, but passionate team that values communication, and quality of the product over everything else. Working at Enable Education, I applied my knowledge in brand identity, print design, game design, social media campaigns, created animations with Adobe After Effects and did audio/visual editing with Adobe Premiere Pro. A bulk of what I needed to design and create user strategy for were for learning games and learning management systems using Articulate 360. Through my role at Enable Education, I was able to achieve a milestone of illustrating and creating the layout design for an award-winning children's book called "If You Met a Yeti...", an educational book for children from kindergarten to grade five. The book I created was then made into an app, showcasing my asset creation abilities used by the Unity development team.

At UforChange, I instructed female-identifying students to learn the foundations of design thinking and technique for Adobe XD, Photoshop, Illustrator, and Adobe InDesign in order to apply these tools to web design and web development. I've created a graphic design curriculum and lectured classes consisting of 8 weeks of 3-hour sessions taught to hundreds of students.

As the Design and Communications Coordinator at UforChange, this role has taught me exceptional skills in leadership, web design, print layout, and project management. I learned how to make current and visually appealing design work for multiple platforms and how to visually communicate with the current generations of youth using trending subject matter. At UforChange, I designed numerous annual reports, newsletters, illustration works, and organized countless projects for advertisements. The role strengthened my ability to lead design projects and allowed me to plan significant events, such as UforChange Vivacity, which catered to crowds of more than 200 people. My dedication to these roles demonstrates my drive and commitment to achieving the best results from every project, and these roles have allowed me to speak to large audiences and industry professionals on a wide variety of subject matters.

I believe that given my experience in leadership, design, and communication, I can be an asset to Neovation Learning Solutions and design effective concepts that can communicate to a variety of different demographics.

I am confident in my skills and abilities to execute any project successfully within your work environment. My past experiences have prepared me to be a strong candidate as a graphic designer at your establishment.

I look forward to discussing my qualifications with you and thank you for your time and consideration.

Sincerely,
Toni Cater