

TONI CATER

Designer | Illustrator



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Tonicater.me

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

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. 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.

As a UI/UX designer for Ganjika House, I was able to design a user flow for their thousands of customers and created all of the custom graphics, icons, and illustrations for their Point of Sale (PoS) system that was aligned with their branding. They requested my services to produce a custom user interface and user experience that would showcase their brand and streamline their customers' experience to find their desired products more efficiently. While working with Ganjika House, to maintain their brand integrity, I applied my expertise to create a user interface that has an organic and calm approach to the user. I wanted to make sure that both the graphics and buttons stayed away from harsh geometric lines, and when prompted that the buttons had a soft transition, so it would not appear too alarming to the eyes. The end goal was to strike a balance between economical products and the desired user experience of the product chosen. Overall, the goal was to create the most calming and least complicated process for the user to select the product that best suits their needs.

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.

I believe that given my experience in leadership, design, and communication, I can be an asset at Tulip 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