TONI CATER

Designer | Illustrator

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About Me

I'm a designer who specializes in branding, user experience, editorial, motion, and illustration design.

My goal is to create design experiences that transform the use of products. I value user experience amongst all things.

Technical Skills

Adobe XD
Sketch
Figma
Illustrator
Photoshop
InDesign
Premiere Pro
After Effects
HTML5/CSS
Articulate 360

Social Media

@Tonicaterdesigns
@tonicdesigns Bē
@ToniCater

Hobbies

I create watercolour portraits, love to cook, design acrylic nails, and I'm a great baker.

Experience

Enable Education   September 2018–Present

Motion graphic designer, visual designer, illustrator, and video editor.

- Created and expanded internal branding and marketing materials to Enable Education's brand identity that evolved the brand and increased the profitability of the company.
- Created and designed the user experience for interactive games used by international educational institutions using the Articulate 360 suite.
- Part of the post-production team for audio/video creation and editing for external clients that enhanced their training materials for thousands of employees to use globally.
- Designed assets for Unity games and applications for award winning books that were turned into interactive apps.
- Illustrated and designed an award-winning children's book, "If You Met A Yeti…" that received the 2019 Nautilus Award **(Silver Medal)**, and the 2019 Independent Publisher's Award **(Bronze)**

FEMMTO   August 2018–Present

Visual design instructor at FEMMTO in partnership with UforChange.

- Created a graphic design curriculum consisting of 8 weeks of 3-hour sessions taught to hundreds of students.
- Educated students on how to apply UI/UX design to their website development.
- Created all presentations and instructional materials for lecturing.
- Mentored students in the program looking to enter the industry.
- Lectured multiple 8-week classes, and 4-week condensed classes.
- Coordinated multiple networking events for graduates to help with job placements and making connections.
- Planned field trips to prominent Canadian tech companies that helped students network with industry professionals.
- Organized multiple speakers who are industry experts to educate students on design industry standards.

Ganjika House   April 2020–July 2020

UI/UX designer and illustrator for Ganjika House, one of Ontario's largest marijuana dispensaries.

- Designed a user flow for Ganjika House's thousands of customers.
- Created the UI/UX design and custom graphics, icons, and illustrations for their Point of Sale (PoS) system that reflects their branding.

- Worked with the client to create a user persona and streamline a product questionnaire for users.

Women in View   March 2019

- Designed all graphics, data, infographics, and content formatting for an 80-page annual report, pitch deck and statistic report in colour.
- Redesigned their branding use and created custom illustrations, and visuals for their pitch deck.

LAMP Community Centre   2018–2019

- Designed a 12-page annual report, and 9-page statistic report that highlighted the successes of the community centre.
- Created all graphics, graphs, and infographics for their annual report.

Business in the Streets (BITS)   2018

- Edited photographs and created custom visual assets that illustrated the success of the not-for-profit.
- Designed an infographic, the format, and content for the annual report and statistic report.

UforChange   May 2017–September 2018

Design and Communication Coordinator at UforChange.

- Designed and expanded internal branding, external branding, and marketing materials for the not-for-profit.
- Designed and created several annual reports that outlined the funding and success of the not-for-profit that gained more government funding.
- Organized fundraising events that showcased the not-for-profit's success and secured more funding.
- Managed website and regularly added new content.
- Created marketing campaigns for various social media accounts.
- Produced grants that were approved and increased the not-for-profit's profitability.

Skills/Education

- Udemy User Experience Design Essentials   2019–2020
  Adobe XD UI/UX Design Certificate.
- Bachelors of Design, Ontario College   2013–2018
  of Art and Design (OCAD).

Achievements

- Established the Ontario College of Art and   2016–2018
  Design's BLXCK Association as an organizer.
- Moderator for the Black Speculative Arts   2016
  Movement event at OCAD.
- Presided over Black Fractals and Black   2015–2016
  Future Month celebrations at OCAD.