

MEGAN DEMAREE

DIGITAL DESIGNER

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📍 46 Colin Ave. Tillsonburg

👤 PROFILE

Passionate, creative graphic designer with excellent communication skills. Creative and detail-oriented, proficient in developing and communicating brands and their messages through print and digital design. Developed 140+ graphic design projects over 8 month period, with problem-solving, multitasking and management strengths.

✂ TECHNICAL SKILLS

Digital and print design
Digital advertising
Layout and typography
Brand standards
User experience
Interaction design
Social media marketing
Adobe Suite: *Specialized in Illustrator, InDesign, Photoshop, XD, Acrobat*
Microsoft Office
PC and Mac operating systems
AODA and WCAG standards

💬 PROFESSIONAL SKILLS

Communications
Time management
Collaboration
Problem solving
Adaptable
Multitasking
Working in teams and independently

★ BONUS FACTS

Childhood Cancer Survivor
Cat Owner
Avid Fantasy/Action Movie Fan
Provincial Parks Camper
Nail Polish Enthusiast

🎓 EDUCATION

BACHELOR OF GLOBAL BUSINESS AND DIGITAL ARTS

University of Waterloo | Waterloo, Ontario | 2014 - 2018

Graduated with Honours and studied Interaction Design at the University of Dundee in Dundee, Scotland for a term.

📁 PROFESSIONAL EXPERIENCE

MARKETING AND GRAPHIC DESIGNER

Think Lightweight | Tillsonburg, Ontario | March 2019 - Present

Collaborated with stakeholders to independently craft print and digital materials, and to redevelop the company brand with digital advertising and prototyping and designing new and current company websites.

- Used Adobe Acrobat, InDesign, Illustrator, and Photoshop to create a consistent brand by developing digital advertising, digital and print materials such as social media graphics, catalogues and fillable forms
- Utilized Adobe XD and Illustrator to create new website layouts to increase site traffic.

🔗 PROJECT: DIGITAL ADVERTISEMENT DESIGN

Created a consistent brand across marketing platforms with graphics to promote and bring potential clients to the company website.

- Created engaging ad designs with Adobe Illustrator and Photoshop
- Summarized key information to elevate the brand to the audience

COMMUNICATIONS COORDINATOR

Oxford County | Woodstock, Ontario

Contract: April - December 2018 | Freelance: January 2019 - Present

Working independently and interdependently to create print and digital materials for Oxford County and Southwestern Public Health departments.

- Used Adobe InDesign, Illustrator, Photoshop and Acrobat to design branded print and digital brochures, reports, posters, infographics etc.
- Crafted graphics for social media and digital advertising platforms
- Re-branded and copywriting materials for the newly merged public health unit using Adobe InDesign, Illustrator and Acrobat

🔗 PROJECT: PRINT/DOCUMENT DESIGN

Created a clean and engaging design for the 16 page print and digital document for Oxford County's Strategic Plan Progress Report.

- Used Adobe Acrobat and InDesign to create a brand focused document layout and re-framed information in user-friendly, accessible and readable PDF format

DIGITAL MEDIA DESIGNER (INTERN)

Government of Ontario | Kitchener, Ontario | May - August 2017

Collaborated in a team to create document design, conducting user research and testing, and researching design accessibility.

- Used Adobe InDesign and Acrobat to create a guide to following AODA and WCAG standards for designing for print and web designs
- Used Adobe to develop document design, wireframes and prototypes
- Participated in user research and testing for digital platforms