MEGAN DEMAREE

DIGITAL DESIGNER

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

2 519-550-6250

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.

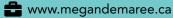
• Used Adobe Acrobat and InDesign to create a brand focused document layout and re-framed information in user-friendly, accessible and readable PDF format

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



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