

NICOLE FLAX

Visual Designer

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PROFILE

Enthusiastic, dependable visual designer with solid organizational skills. Proven strength in learning new information, collaboration and written communication. Accustomed to meeting tight deadlines and incorporating creative direction

TECHNICAL SKILLS

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|------------------|----------|
| InDesign | ●●●●●●●● |
| Photoshop | ●●●●●●○ |
| Illustrator | ●●●●●●○ |
| Acrobat Pro | ●●●●●●○ |
| Premier Pro | ●●●○○○ |
| After Effects | ●●○○○○ |
| Dreamweaver | ●●●●○○ |
| Sharepoint | ●●●○○○ |
| Microsoft Office | ●●●●●○ |

EDUCATION

Recent courses:

Motion Graphics and Visual Effects
Digital Video Editing
George Brown College

Post Graduate Certificate:
Web Design

Sheridan College Institute of
Technology and Advanced Learning

Diploma, Illustration

Sheridan College Institute of
Technology and Advanced Learning

Honours Bachelor of Science

Biology/Psychology
University of Toronto

EMPLOYMENT HISTORY

Graphic and Content Designer

Meridian Credit Union

2014 — 2019

- Excelled in creating a large volume of diverse digital and print marketing design for regional branches and corporate campaigns
- Collaborated with a vendor to design optimal Meridian branch zoned digital displays based on competitor analysis
 - Completed training on the display CMS to maintain and schedule all branch content for 94 displays and 120 individual branch components
 - Produced storyboards to drive display production
 - Completed training in Adobe Premier Pro and After Effects to produce internal displays in-house from beginning to end, saving time and budget
- Designed logos, brand guidelines, signage and signage mock-ups for new sponsorship and co-branded initiatives, blending partner brands with Meridian elements
 - Preserved the original organization's brand equity while showcasing the new partnership

Freelance/Contract Graphic Designer

2012 — 2014

Wattpad

- Created fun, well received social media banners, digital book covers and advertising mock-ups for the marketing, publishing, community, and business development teams at Wattpad

The Royal Conservatory of Music

- Completed an extensive freelance project designing a curriculum containing several hundred pages for the Royal Conservatory, incorporating numerous edits from multiple editors

Philanthropic Foundations Canada

- Timely layout of tool kits and reports in both English and French

Graphic Designer

The Arthritis Society

2009 — 2012

- Assumed new responsibilities and expanded an initial production design role from provincial to national in scope
- Designed and produced a much lauded annual report featuring real client photos and stories, the first of its kind for the organization
- Became an integral design/production resource for internal stakeholders

Graphic Designer

Scholastic Canada

2008 — 2009

- Produced time sensitive marketing materials in collaboration with 8 other designers, demonstrating versatility and high levels of organization
- Incorporated new software knowledge particular to the job and shared this knowledge with team-mates to increase overall efficiency
- Entrusted with training new employees