



## **EDUCATION:**

2017 - 2018  
University of Toronto  
School of Continuing  
Education  
Brand Management  
Certificate Program

2012 - 2014  
Ryerson University  
G. Raymond Chang School  
of Continuing Education  
Strategic Marketing  
Certificate Program

2003 - 2009  
OCAD University  
Bachelor of Design  
Environmental Design  
Program

## **MAIN SKILLS:**

Adobe Creative Cloud,  
Microsoft Office, Apple  
Keynote and Content  
Management Systems

Brand development, art  
direction, layout, graphic  
design and design  
development

Writing, researching,  
analyzing and problem  
solving

Strong communication and  
organizational skills and  
ability to multi-task within  
tight time constraints

## **INTERESTS:**

Branding, design, social  
media and new technologies

Biking, gardening, watching  
old classic movies and  
travelling

## **REFERENCES:**

Available upon request

## **CURRICULUM VITAE**

### **RELEVANT EXPERIENCE:**

#### **Canadian Credit Union Association (CCUA)**

*Art Director*

February 2016 - Present

- Responsible for the creative direction and brand management of CCUA and its assets
- Responsible for the creative direction and production of national and retail marketing campaigns, publications, conferences and events and educational learning programs
- Collaborates with clients and internal teams to ensure that projects meet expectations and are produced on time and on budget
- Works closely with senior executives on strategic initiatives, projects and presentations
- Developing and managing relationships with freelance designers and vendors
- Mentors junior designers and team staff

#### **Navigator Ltd.**

*Design Lead*

May 2014 - December 2015

- Responsible for the creative direction and project management of client requests including: brand development, design assets and supporting internal and marketing collateral, campaign advertisements (print and digital) and stakeholder, keynote and RFP presentations.
- Collaborated with clients and internal teams to ensure that projects meet expectations and are produced on time and on budget
- Managed and mentored a team of four designers
- Developed and managed relationships with clients, senior management and consultants
- Developed and managed relationships with vendors
- Coordinated the production and distribution of various marketing collateral with vendors
- Managed and reported on department's deadlines, timelines and milestones on a daily and weekly basis

#### **Navigator Ltd.**

*Graphic Designer*

April 2013 - May 2014

- Creating together Keynote presentation decks for client pitches, reporting and professional speaking engagements
- Preparing reports and proposals using corporate templates
- Designing collateral for internal and external projects
- Updating and refining brand design assets for the firm



#### **RECOMMENDATIONS:**

"I am constantly impressed by Janine's creative expertise, but also her efficient, conscientious and methodical approach to work. She has accomplished a tremendous amount since joining CCUA and has made distinct improvements to each project she has been involved with.

Janine adeptly managed the work of multiple designers in a high volume period, and with multiple clients and competing priorities. Much of this was accomplished with a cost-conscious approach that demonstrated an important consideration of the overall success of CCUA and the impact of our individual decisions.

She is a much-valued and well-respected member of the team who has made a discernable positive impact to the brand and presence of CCUA, and our ongoing efforts to support and serve credit unions."

"Janine is an amazing talent who brings strategic vision to design and brand development. Having worked with Janine in her media and design role at Better Living, I found her extremely reliable and positive in our daily interactions. She is an amazing team player with an amazing work ethic. Her artistic ability is wonderful. I strongly recommend Janine and her work."

#### **CURRICULUM VITAE**

#### **RELEVANT EXPERIENCE:**

##### **Couch & Associates, Inc.**

*Graphic Designer*

November 2012 - April 2013

- Responsible for the creative direction and development of marketing assets including white papers, infographics, case studies, newsletters, email campaigns, websites & microsites, RFPs, PowerPoint presentations, product collateral and event signage
- Coordinate the production and distribution of various marketing and communication assets and material with external stakeholders
- Tracks and reports on the department's deadlines, timelines and milestones

##### **Better Living Health and Community Services**

*Graphic Designer | Marketing Specialist*

August 2010 - September 2012

- Designed marketing collateral, internal and external publications, advertising and fundraising campaigns and event collateral
- Developed and implemented marketing plans, campaigns and initiatives
- Led and managed all projects through the design process including art direction, design and layout, photo shoots and pre-press production
- Collaborated and worked closely with senior management team, departments, internal and external committees, stakeholders and vendors ensuring successful completion of projects, initiatives and events
- Established and maintained relationships with key influencers and online groups while managing social media channels

##### **Clearly Speaking**

*Graphic Designer*

April 2009 - July 2010

- Responsible for brand redevelopment including designing brand identity and collateral, marketing material, educational books and promotional material
- Developed and executed marketing plans that identified new business areas and established and managed relationships with external stakeholders, companies and organizations
- Researched and analyzed new markets and aided in developing new programs and training opportunities

##### **Roots Canada**

*Design Intern*

October 2008 - March 2009

- Researched trend forecasts, analyzed trend reports and developed design concepts that contributed to both Menswear and Special Collections
- Created retail design concepts that supported Roots' values for sport and Canadian tradition for the 2010 Vancouver Winter Olympics
- Created graphic and technical illustrations for garment construction