

AMANDA DA SILVA

LEAD GRAPHIC DESIGNER

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Creative Design. Online Marketing. Project Management. Branding. Web Design. Social Media.

PROFESSIONAL SUMMARY

High-performing and multi-disciplinary Lead Graphic Designer with 5 years of progressive experience in both print and digital environments, contributing to organizational success through high-level strategy and the implementation of operational excellence. Strong track record of inspiring effective cross-functional collaboration and innovative problem solving in a high-stakes setting. Committed to continuous improvement impacting team success and lifelong learning.

AREAS OF EXPERTISE

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|---------------------------|-----------------------|----------------------------|-----------------------|
| ✓ Production & Pre-Flight | ✓ Campaign Management | ✓ Banner Ads | ✓ Tradeshow Marketing |
| ✓ Strategy Development | ✓ UX/UI Design | ✓ Site Building | ✓ Print Collateral |
| ✓ Customer Engagement | ✓ Google Display Ads | ✓ Digital Asset Management | ✓ Photo Retouching |
| ✓ Content Creation | ✓ Email Marketing | ✓ Corporate Identity | ✓ Product Photography |

CAREER HIGHLIGHTS

Increased Sales: Increased the sales of new home product launch sales by 150% within 6 months, causing inventory to sell out.

Successful Product Launches: Creating, organizing, and implementing 1000's of digital assets required to sell new products online.

Photoshoot Productions: Increased quality of photography by coordinating and completing on-site photo shoots.

PROFESSIONAL EXPERIENCE

Lead Graphic Designer, NewAge Products Inc., North York, Ontario | February 2019 - Present

Promoted again to new position after proving to be a strong contributor to department. Responsible for all visual materials for home category; web pages, social media, email, print content, e-commerce, image editing, project management, and creative briefs.

- Oversee an in-house team of 3 graphic designers as well as a pool of 3 external freelancers, delegating workflow, designing creative briefs for projects, managing work quality, and ensuring tight deadlines are met with next to no errors.
- Saved 40+ work hours by mentoring other designers, increasing their efficiency in Adobe programs, including onboarding an in-house render artist to save thousands of dollars from outsourcing work to external freelancers or requiring photoshoots.
- Sole designer serving 50+ clients in the home improvement industry and corporate settings, designing custom assets to support marketing and branding efforts. Led projects from market research, initial design concept, asset creation, review, production, implementation to completion.
- Designed 20+ products including brochures, pamphlets, stickers, standees, catalogs, posters, business cards, and other corporate documents to meet exact brand standards and enable effective printing of thousands of units of inventory.
- Executed the rollout of rebranding existing content on the site, ensuring brand consistency, for various marketing materials and digital campaigns. Maintained corporate and retailer websites (such as Amazon, Wayfair, Costco and Lowes) with continuous fresh content and worked with developers to add new functionality and modules.
- Generated project concepts, organization, messaging, and design direction by guiding stakeholder brainstorming sessions. Worked cross-functionally (Marketing, Sales, Product Development, SEO, Digital Implementation, Customer Service, Production) to develop the best marketing solutions for our products.

- Sole designer developing content for new web page designs. Conducted competitor and market research to create site mock-ups for stakeholder reviews. Worked with marketing managers to craft on-brand content with a key call to action for consumers.

Graphic Designer, NewAge Products Inc., North York, Ontario | February 2018 – February 2019

Promoted to work independently on multiple projects simultaneously, concept, design and produce start-up materials or print and digital marketing materials that uniquely reflect the company's identity to create or reinforce brand awareness.

- Planned and conceptualized product photoshoots and content for new product launches. Created shot lists, organized product, and worked with Production team for the propping and interior design of the product and space.
- Worked with marketing and communications teams to create targeted email campaigns and monthly newsletters. Assisted in rolling out a new email marketing system, set up templates and trained staff members.
- Adept ability at working cooperatively with cross-functional teams in fast-paced environments while fostering positive relationships across departments.
- Performed complex photo manipulation and colour correction for 100+ of images, to use across various marketing materials, including compositing products in lifestyle scenes from scratch, to save thousands of dollars in photoshoots.
- Responsible for designing presentations that align with brand standards to achieve the company's objectives of modernizing new content needed; meeting with clients to define the opportunity and obtain design objectives for clear direction.
- Collaborated with Marketing to use analytics data and user experience principles to redevelop the site architecture, implement content strategies, and redesign the site where needed.
- Led and performed market research, page layout, copywriting, photo retouching and illustration for online and print publications, while meeting branding standards within deadline requirements.

Junior Graphic Designer, NewAge Products Inc., North York, Ontario | April 2017 – February 2018

Hired to team to assist with growing workload for small creative department. Worked in groups to meet deadlines for various types of assets across all product categories to create a successful online presence that provides brand awareness.

- Developed graphic design and copy writing to generate 18+ engaging banner ads per week for company site's home page and LinkedIn, Facebook, Instagram, and promotional emails. Collaborated with colleagues and leadership to gather essential information to populate posts.
- Learned animation to keep banner ad work in-house and cost effective. Created ads for multiple aspects of the business, resulting in tight turnarounds and above average click-through rates.
- Completed the rebranding of product guides and creation of new guides to educate customers in complicated product knowledge and installation processes.
- Partnered with designers to double the amount of content created for e-commerce site by creating and image editing accurate product images for various styles and configurations of multiple product categories with a keen attention to detail.
- Provided in-house photo retouching and colour correction for assets used across various marketing collateral.

EDUCATION

Graphic Design and Interactive Media (Honour Roll)
Toronto Film School, Toronto, Ontario

January 2016 – January 2017

Animal Biology
University Of Guelph, Guelph, Ontario

September 2013 – May 2014

Business Administration
Guelph Humber University, Etobicoke, Ontario

September 2012 – May 2013

SOFTWARE SKILLS

Adobe Photoshop, Adobe Illustrator, Adobe InDesign, Adobe XD, Adobe After Effects, Adobe Lightroom, Adobe Acrobat, Adobe Bridge, Microsoft Office Suite, Smartsheet, Figma, Shopify, Klaviyo, Mail Chimp, Wix, WordPress, Squarespace, Unbounce, Google Web Designer.