




 janiceymlaw@gmail.com

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 janicelawdesign.com

A passionate designer specializing in web and print design, seeking the position of a Jr. Art Director where I can put my talent and skills to good use (in an agency inspired by creative exploration and team collaboration).

EDUCATION

**2012
2013** **SHERIDAN COLLEGE**
Ontario College Graduate Certificate
Web Design

- information architecture
- user experience design
- marketing for the web
- usability for the web
- digital typography

**2005
2009** **OCAD UNIVERSITY**
Bachelor of Design
Graphic Design

- typography
- design thinking
- visual thinking
- information design
- design history

SKILLS

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- Excellent communication and interpersonal skills
- Proven high volume, multi-tasking project manager and coordinator
- Detail oriented
- Committed to setting, managing and achieving deadline driven objectives
- Business to business marketing
- Proven team builder
- Adaptive and quick learner
- Have an interest in social and cultural trends and fashions
- Able to work under pressure
- Highly motivated and well organized
- Positive attitude guaranteed!

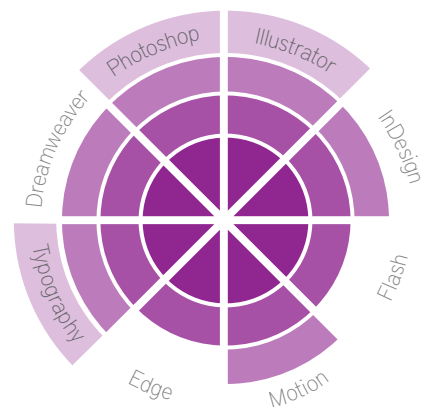
**2009
2013** **EXTRACURRICULAR & SKILLS**

Sheridan's Post Grad Open House

- Student Mentor for prospective students

OCAD

- Year End Student Retrospective Show





EXPERIENCE

2013
2014

JUNIOR DESIGNER

SapientNitro

- Chief Designer for Jeep online advertising
- Engaged in brainstorming and execution of online banners and promotional units for all Jeep vehicles
- Collaborated with IAs, developers and vendors to design engaging custom units that increased user participation
- Designed promotional assets for Jeep.com
- Client list: Jeep, Chrysler, Beats By Dre
- Actively participated in sales pitches to acquire new clients and business, deliverables included presentation decks and creative comps | Client list included: Holt Renfrew, Mattel, Porter Airlines, Bank of Montreal, Delta Hotels
- Art directed design team members on delivering designs and campaigns
- Selected as panel of judges for company's internal design award

2008
2012

SENIOR GRAPHIC DESIGNER

Sunny Graphics Workshop

- Successfully managed and executed 50+ cross-conceptual campaigns (in both web and print medium)
- Carried out duties such as conceptualization of brand to print-production (i.e. logos, business cards, postcards, brochures, posters, print advertisements and other promotional items), creation of layouts with mass amount of content
- Created HD motion graphic videos to effectively showcase clients' featured products and concepts

2010
11-12

GRAPHIC DESIGNER & SALES REP

Dr. Ho's, VGH Solutions Inc.

- Effectively executed design concepts to create promotional products such as packaging materials and print advertisements (newspaper, brochures & posters)

2009
NOW

FREELANCE DESIGNER

CENTURY 21 Percy Fulton Ltd.

- Worked closely with marketing manager to design marketing material for real estate agents
- Prepared materials for print

IM-Label

- Designed promotional postcards and brochures for mass distribution for menswear company specializing in custom tailored apparel

Learning Path Education City

- Designed print promotional materials (brochures and large banners)

Shining Stars Child Care Centre

- Developed original brand identify for new childcare business
- Executed branding strategy and design concepts to create promotional package for clients (brochures, posters, stationery, advertisements for print and web, window displays and signage)
- Prepared direct mail documents and newsletters for mass distribution

References available upon request.