



# SUZANA ESTEVES

## CONTACT

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## EDUCATION

### OCAD University

- UX/UI Design & Development Skills Certificate
- Digital Media Skills Certificate

### Toronto Metropolitan University

- Basic HTML/CSS
- Web Design

### George Brown College

- Graphic Design Program (4years)

## WORK EXPERIENCE

### PUBLICIS GROUPE — Senior Designer / Acting Lead Designer

Toronto, ON | Aug 2023 – Present

- Lead and mentor designers across production and motion design workflows, providing guidance in Flexitive, animation best practices, and creative execution.
- Lead quality review and refinement of creative assets prior to Art Director (AD) approval, ensuring high standards in visual execution, animation quality, brand consistency, and production accuracy across static and motion deliverables.
- Developed and implemented workflow improvements that increased efficiency for high-volume digital and motion ad production.
- Serve as a key creative resource for the Rogers account, supporting integrated campaign execution across digital, print, and motion platforms under tight deadlines.
- Acted as Interim Art Director for the Rogers account, contributing to concept development, motion storyboarding, and integrated campaign execution.
- Concepted and designed successful Rogers campaigns, including a campaign selected over concepts presented by Art Directors and Creative Directors.
- Drive innovation in animation and motion workflows by introducing creative solutions that elevate storytelling and production quality.
- Recognized as the primary go-to resource for Flexitive production expertise, troubleshooting, and workflow support.

### FREELANCE SENIOR VISUAL / GRAPHIC / MOTION DESIGNER

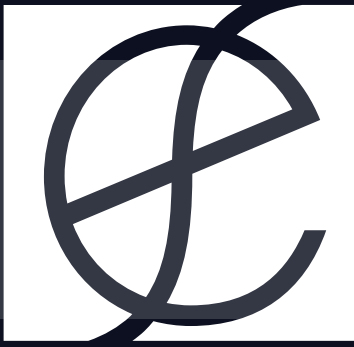
Blackjet, WWF, Publicis | Aug. 2022 - Present

- Animation, video production and video editing.
  - Concept designs and design solutions.
  - Illustrations, graphic design and presentation designs.
  - Production design.
  - Branding logo, print and digital displays.
  - UI design for app, web design skins, digital promotion marketing video, seminar video.
  - Print and digital design for tradeshow signs, displays, brochures, and Gala event.
- Annual reports, Logo refresh, branding guide.

### PELMOREX CORP — Lead Creative Developer

Toronto, ON | Nov 2021 – Aug 2022

- Collaborated with internal teams to improve creative quality and optimize digital advertising assets.
- Developed asset management standards and scalable ad templates to improve production efficiency across ad products.
- Worked cross-functionally with internal departments using Jira to manage project priorities, workflows, and delivery timelines.
- Supported process improvements that streamlined creative production and asset management.



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## SOFTWARE

### Adobe Creative Suite:

- Photoshop
- Illustrator
- InDesign
- After Effects
- Premiere Pro
- Adobe XD
- Animate

### Platforms & Tools

- Flexitive
- Celtra
- Figma
- Jira
- AEM
- Monday.com
- Google Workspace
- Microsoft 365
- WordPress

## ADDITIONAL SKILLS

- Creative Problem Solving
- Team Leadership & Mentorship
- Deadline-Driven Production
- Cross-Team Collaboration
- Brand Storytelling
- AI-Assisted Design Workflows
- Adobe Firefly & AI Tools
- UX/UI Design
- Flexitive & Dynamic Ad Production

## WORK EXPERIENCE

### STARMETROLAND MEDIA — Senior Graphic Designer / Digital Lead Designer

Toronto, ON | 2016 – Oct 2021

- Led development of creative concepts, storyboards, and visual campaigns for digital and social marketing initiatives.
- Produced motion graphics, animation, video editing, web design, illustration, and print materials for integrated campaigns.
- Mentored and trained designers to strengthen team capabilities in motion design, digital production, and creative execution.
- Collaborated with internal stakeholders and external clients to deliver creative solutions aligned with campaign objectives.
- Developed interactive design solutions and tested creative functionality within AEM templates.
- Designed large-scale campaign assets, presentation decks, production materials, and marketing collateral.

### TORONTO STAR — Senior Graphic Designer

Toronto, ON | Feb 2014 – 2016

- Developed creative advertising concepts and print production assets for retail and advertising campaigns.
- Conducted quality assurance reviews to ensure design accuracy and production readiness.
- Collaborated with sales teams to develop compelling creative solutions and presentation materials for client pitches.
- Designed presentation decks, prototype mockups, and marketing materials for internal and client-facing initiatives.

### SCRATCH MARKETING AGENCY — Senior Graphic Designer

Toronto, ON | 2006 – Feb 2014

- Developed creative concepts and production-ready design solutions for print and marketing campaigns.
- Supervised and supported junior and intermediate designers through project execution and creative development.
- Supported art direction responsibilities and collaborated on campaign concept development.
- Managed layout design, production workflows, and final artwork preparation.



artbysusieesteves



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