



# SUZANA ESTEVES

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## SKILLS

- Problem Solver
- Ability to thrive in a tight deadline driven environment.
- Interpreting the needs of a user/client to deliver the best possible experience.
- Leveraging current trends into my designs/prototypes to ensure experiences stay fresh and intuitive.

## SOFTWARE

### Adobe Creative Suite:

- Adobe AEM
- Photoshop
- Illustrator
- Indesign
- Adobe XD
- Premiere Pro
- After Effects
- Adobe Animate
- HTML / CSS
- Visual Studio Code
- Jira
- WordPress
- Google Workspace
- Monday.com
- Celtra & Flexitive Platforms
- Office 365

## EDUCATION

### OCAD University

- User Experience (UX/UI) Design & Development Skills Certificate
- Digital Media Skills Certificate

### Ryerson University

- Basic HTML/CSS
- Web Design

### George Brown College

- Graphic Design Program (4years)

## WORK EXPERIENCE

### Freelance Senior Visual /Graphic/ Motion Designer

Blackjet, WWF, Publicis | Aug. 2022 - Present

### Lead Creative Developer

Pelmorex Corp | Nov. 2021 - Aug. 2022

- Collaborated with internal teams for the improvement of existing ad creative.
- Create asset management standards and ad templates for all ad products to allow for efficiencies for the business.
- Collaborating with team and other departments using JIRA for assignment, prioritization, progress or issue tracking of requests.
- Video editing & production. HTML/CSS/Javascript coding to build digital ads, surveys, quizzes & games.

### Senior Visual Designer / Digital Lead Designer

Starmetroland Media (Creative Agency) | 2016 – Oct. 2021

- Video production and video editing digital design, animation, motion graphics, web design, illustration design, storyboarding and print design. Worked with Adobe suite: Illustrator, Adobe Premiere Pro, Adobe After Effects, Indesign, XD, Dreamweaver, Photoshop, and Animate.
- Problem solve solutions, interactive pieces to work on the AEM article template. Testing products within AEM article templates.
- Mentored team designers, trained and inspired to enhance and learn new skills.
- Creation of professional design and layout of marketing materials, advertising, mocks etc.
- Collaborated with all levels of internal and external clients and partners.
- Power point presentations, print layout designs/digital and production for large-size campaigns.

### Senior Graphic Designer

Toronto Star | Feb 2014 – 2016

- Development of creative executions for in-paper retail and advertising and print production.
- Quality assurance of design and layout prior to sending to clients.
- Creation of professional design and layout of marketing materials, advertising mocks etc.
- Powerpoint presentation for internal and external presentation. Create prototype mockups.
- I collaborated with the sales reps to come up with creative solutions for their clients for pitches.

### Senior Graphic Designer

Scratch Marketing Agency | 2006 – Feb 2014

- Involved in the development of print/print production material.
- Development of conceptualization & implementation of design solutions.
- Supervise intermediate & junior designers in creating concepts, layouts/final art.
- Take on art direction responsibilities when needed.

### Freelance Clients:

IDCEC - International Design Continuing Education Council | 2007 – 2020

ARIDO - Association of Registered Interior Designers of Ontario

IDC - Interior Designers of Canada

- 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
- Print and digital design for tradeshow signs, displays, brochures, and Gala event.
- Annual reports and digital invites etc.