







# TESSA SHERIN-SNIDAL

Graphic Designer

## CONTACT

-  tessa@sherinsnidaldesign.ca
-  613.447.8377
-  sherinsnidaldesign.ca
-  linkedin.com/in/tsherinsnidal
-  behance.net/tsherinsnidal
-  077725484

## LANGUAGES

EN	 Reading <b>E</b>	 Writing <b>E</b>	 Orale Interaction <b>E</b>
	 Compréhension de l'écrit <b>C</b>	 Expression écrite <b>B</b>	 Expression orale <b>B</b>

## TECHNOLOGY

- Adobe Illustrator
- Adobe InDesign
- Adobe Photoshop
- Adobe After Effects
- Adobe Xd
- Adobe Dreamweaver
- Adobe Animate
- Adobe LiveCycle
- Adobe Acrobat
- Adobe Media Encoder
- Adobe Dimension
- Atom
- InVision
- Sketch
- WordPress
- Squarespace
- Shopify
- GitHub
- Microsoft Outlook
- MS PowerPoint
- MS Word
- MS Excel
- MS Teams
- Zoom
- Google Suite
- Lectora

## ABILITIES AND COMPETENCIES

### MANAGEMENT

- Build and maintain relationships and partnerships to facilitate and improve program and service delivery.
- Delegate jobs to the most suited team members and maintain equal workloads.
- Identify best practices, gaps, recommend improvements and ensure compliance and quality assurance.
- Identify problems, evaluate options and make recommendations.
- Introduce a client appreciation program to incite an increase in returning clients.
- Manage and organize inventory with monthly audits to aid with loss prevention.
- Monitor and evaluate projects, programs or services.
- Provide program, project support and coordination services.
- Provide technical advice and guidance on the application of policies and procedures.
- Recommend ways to improve service delivery, identify potential risks and recommend mitigation strategies.
- Support and monitor a project from initial concept to delivery, ensuring standards are applied and expectations are met.
- Manage contracts and invoices for clients and third-party vendors, monitoring and making recommendations to ensure they stay within the budget.

### GRAPHIC DESIGN

- Collaborate with key stakeholders to establish and validate the covered material.
- Edit existing and develop new document templates
- Format and edit client artwork and photography for print / digital production.
- identify and apply relevant methodologies and materials.
- Implement graphics and layouts for documents in both digital and print.
- Keep the client's brand consistent throughout material / platform output.
- Prioritize and organize project timelines.
- Research the latest direction and trends; identify their role in an environment.
- Review and resolve discrepancies between multiple documents / languages.
- Use and understand creative briefs to create final products, such as websites, signage, infographics, mock-ups, job aids, posters, pamphlets, motion graphics, manuals, annual reports, product flyers and coupons, etc.
- Work both alone and in a team environment
- Work with clients — such as Cayenne Creative, Scouts Canada, Spark\*Advocacy, Green Melon — brief and advise concerning design style, format, production and timescales, across multiple platforms: print, UX / UI, branding, web, motion, illustration, etc.
- Work with clients to produce multiple designs in a high-pressure environment.

### TRAINING DEVELOPMENT

- Conduct front-end analysis and testing.
- Create dynamic, simple forms that cover all related criteria.
- Determine the objectives and what level of audience experience or knowledge can be assumed.
- Determine training strategies most suitable for the subject matter, goals, intended audience and platforms.
- Develop and design material to address ongoing changes to subject matter and technology.
- Develop and test e-learning modules on Learning Management Systems.
- Develop operational tools, work procedures and documents such as guides, toolkits or templates.
- Develop, design, and maintain quality and consistency of adult learning training aids and assessment tools using the ADDIE model for training and certification of airport screening officers and their trainers Canada-wide.

# TESSA SHERIN-SNIDAL

Graphic Designer

## CONTACT

-  tessa@sherinsnidaldesign.ca
-  613.447.8377
-  sherinsnidaldesign.ca
-  linkedin.com/in/tsherinsnidal
-  behance.net/tsherinsnidal
-  077725484

## SKILLS

### SOFT SKILLS

- Action-Oriented
- Adaptability
- Analytic
- Client Focus
- Collaborative
- Colour Theory
- Communication
- Detail-Oriented
- Judgement
- Initiative
- Innovative
- Integrity
- Multitasking
- Organization
- Prioritization
- Problem Solving
- Project Management
- Punctual
- Reliability
- Taking Criticism
- Team Player
- Tech Savvy
- Time Management
- Work Under Pressure

### DESIGN PROGRAMS



Id



Ai



Ps



Xd



Ae



MS Office



HTML5



CSS



JavaScript

### DESIGN

- Branding
- Display/Screen
- Illustration
- Motion
- Print/Layout
- Typography
- UX/UI
- Web Design

## ABILITIES AND COMPETENCIES cont...

### GENERAL

- Analyze and summarize information from a variety of sources.
- Assess project / trial proposals, recommend, prioritize and screen the project / trial, monitor to completion.
- Contribute and create written communication materials.
- Draft and submit responses for queries and reviews.
- Financially monitor projects for clients and ensure on-time payments.
- Identify the information needed to clarify a situation.
- Quickly and correctly enter data into forms, systems and programs from various data sources or applications.
- Quickly learn technology, including various digital systems, tools and applications.
- Seek detailed information from appropriate and reliable sources.
- Use skilled questioning to draw out the information needed.
- Work in program and service delivery in partnership with policy development.
- Ensuring organizations and clients adhere to and meet requirements set forward in the program / trial.
- Develop and provide advice and technical assistance with cost analysis, fiscal allocation and budget preparation of projects.
- Recommend quality control and process improvements to overall business processes.

## EMPLOYMENT HISTORY

**EMPLOYMENT AND SOCIAL DEVELOPMENT CANADA** — PM-03 PROJECT OFFICER  
APRIL 2021 – PRESENT

**FREELANCE GRAPHIC DESIGN** — CONTRACTOR  
SEPTEMBER 2015 – PRESENT

**CATSA** — ANALYST, TRAINING AND CERTIFICATION DEVELOPMENT  
AUGUST 2018 – NOVEMBER 2020

**JACK ASTOR'S** — SUPERVISING SERVER  
AUGUST 2015 – DECEMBER 2018

**SCOUTS CANADA** — JUNIOR INTERN DESIGNER  
JANUARY 2018 – MAY 2018

**CARLETON GOLF AND YACHT CLUB** — MANAGING SERVER  
MAY 2012 – AUGUST 2015

## EDUCATION

ADVANCED DIPLOMA IN **GRAPHIC DESIGN**  
**ALGONQUIN COLLEGE** — APRIL 2018

BACHELOR OF ARTS — MINOR IN **CLASSICAL STUDIES, VISUAL ARTS**  
**UNIVERSITY OF OTTAWA** — APRIL 2015

ONTARIO SECONDARY SCHOOL DIPLOMA  
**SOUTH CARLETON HIGH SCHOOL** — JUNE 2008