

Creative Designer

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1595 Bathurst St.

Toronto, Ontario

Education

Brainstation Toronto

Product Management, 2021

George Brown School of Continuing Education

Web Design Certificate, 2017

Ontario College of Art and Design (OCAD)

Bachelor of Design, 2009

Expertise

Branding & visual identity
Creative direction
Adobe Creative Cloud Suite
Photoshop
InDesign
Illustrator
Adobe Premiere
Figma
Web design
Wordpress
Editorial design
User experience design
PowerPoint
Print prepress
Email marketing
Typography
Print sourcing and budgeting
AODA regulations
Illustration
Digital and traditional signage
Branded merchandise

Cara Czech

caraczech.com

Art Director

The Canadian Chiropractic Association

September 2019 - Present | Toronto

- Ensures all creative work produced is on strategy and brand appropriate.
- With the marketing team, develops campaigns for multiple audiences, multiple journeys, and multiple digital platforms.
- Executes personalization, member segmentation and modular design best practices to create value-added emails that enhance acquisition and build loyalty.
- Understands the power, potential and persuasiveness of data-driven creative. Works alongside the membership team to sharpen work based on data and its performance.
- Leads and collaborates across a broad team. Nurtures junior talent, providing clear direction and constructive feedback.
- Provides art direction to various external vendors from web companies to photographers to event management staff.

Senior Graphic Designer

The Canadian Chiropractic Association

January 2016 - September 2019 | Toronto

- Oversaw the design of all creative/digital projects, including traditional advertising, video, social content, microsites, infographics, print materials, reports etc.

Graphic Layout Artist

TC Media

January 2015 -
January 2016
Toronto

Graphic Designer

The Globe & Mail

August 2012 -
September 2014
Toronto

Graphic Designer

Umbra

September 2011 -
June 2012
Toronto