

Art Director

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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

Creative strategy development
Branding & visual identity
Project Management
Digital marketing
Wordpress
Salesforce
Social media creative
Photoshop
InDesign
Illustrator
Adobe Premiere
Figma
Web design
Editorial design
User experience
PowerPoint
Print prepress
Online display ads
Branded merchandise
Video editing
Typography

Cara Czech

caraczech.com

Art Director

The Canadian Chiropractic Association

September 2019 - Present | Toronto

- Leads the development and execution of innovative creative strategies for association initiatives and diverse marketing campaigns across various platforms. Collaborates with cross-functional teams to align creative concepts with strategic objectives.
- Develops and maintains brand guidelines, ensuring consistent messaging and visual representation across all materials. Designs impactful visual assets, including logos, presentations, and digital content, resulting in a cohesive brand image.
- Builds and nurtures relationships with key stakeholders, understanding their objectives and pain points to deliver tailored creative solutions.
- Coordinates multiple projects simultaneously, ensuring deadlines and quality standards are met.
- Provides direction to external teams including web developers, photographers, and event management staff, to provide expert guidance and ensure cohesive brand representation.

Senior Graphic Designer

The Canadian Chiropractic Association

January 2016 - September 2019 | Toronto

- Executed the design of all CCA creative, including marketing campaigns, video, social content, microsites, infographics, powerpoints, on-site branding and research reports.

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