

SIDNEY LI

graphic
designer

ABOUT ME

An Experienced graphic designer and travel enthusiast with a refined eye for detail and design that comes with more than 15 years of working in the retail, corporate and travel industries. I take each deadline seriously and strive to not only meet but exceed each client's vision by confidently providing a variety of options. Each new assignment draws from my stellar project management skills, and I ensure to adapt to the client's creative needs by asking crucial questions to have a complete understanding of their vision and open their eyes to more possibilities.

HIGHLIGHTS

- Designing: brochures, trade shows and advertisements, digital banners and on-site consumer facing creative
- Creative art direction
- Supervision of designers and on-site photoshoots
- Managing and quality control of brand guidelines
- Project management

SKILLS

Adobe Creative Suites
InDesign
Illustrator
Photoshop

ADDITION TO:

Power Point, Word, Excel

On both MAC and PC
computers

EDUCATION

George Brown College –
1997 to 2000
Diploma in Graphic
Design

PROFESSIONAL EXPERIENCE

■ SUNWING TRAVEL - BLUE DIAMOND RESORTS Marketing Brand and Partner Specialist | Oct 2017 - present

Project coordinating and prioritizing sales and resort requests from scheduling to execution, while building and maintaining strong internal and external relationships, actively contributing to the creation of content and maintaining quality control.

- Coordinating multiple projects and managing internal designers
- Supervising marketing process, beyond execution, including strict quality control and creative art direction
- Creation of content for marketing and communication tools including brochures and presentations
- Ensuring timely execution and delivery of multiple projects to internal and external clients; delivering on-time and on-budget
- Communicating with printers and other vendors on production and delivery of marketing material to various internal and external customers
- Proofing material at all stages of projects
- Supervising and directing on-site photoshoots
- Assisting with activities and planning projects as required

■ SUNWING TRAVEL - BLUE DIAMOND RESORTS Graphic Designer Lead | Oct 2010 - 2017

Working closely with the marketing director and manager to develop new and maintaining existing designs while supporting resort requests in a fast-paced deadline-driven environment.

- Supervised designers to insure jobs adhere to the brand guideline and standards.
- Major campaigns and launches of new resort branding: trade shows, newspaper, travel publication, flyers, web/digital ads (+gif. animation), web banners, social media graphics and e-blasts.
- Marketing material: brochures, logos, maps and gift certificates.
- Resort collateral: exterior and digital signage's, stationary, menu covers and inserts and event flyers
- Research multi-culturally diverse images. Management and preparation of images by collecting, retouching, colour correcting and resizing.
- Project management from idea to final product for quality, budget and timeline control. Preparing all finished artwork electronically for production.

Brands: Royalton, Hideaway, CHIC, Grand Lido, Planet Hollywood, Memories, Grand Memories, Sanctuary, Mystique and Starfish Resorts (47 properties in 10 countries)

■ GOWAY TRAVEL Graphic Designer | Aug 2006 - Oct 2010 (Toronto)

■ CUPPA COFFEE Production Assistant | Aug 2005 - Jan 2006 (Toronto)

■ MABLO COLOUR Graphic Designer | Jul - Oct 2004 (London, England)

■ PLAN-NET SERVICES Graphic Designer | May - Oct 2003 (London, England)

■ THE SHOE COMPANY Graphic Designer | Jul 2000 - Mar 2003 (Toronto)

