SIDney LI

graphic designer

ABOUT ME

Experienced graphic designer and travel enthusiast with a refined eye for detail and design that comes with more than 20 years of working in the retail, corporate and travel industries. I take deadlines seriously and strive to not only meet but also exceed each client's vision by confidently providing exceptional designs. Each new assignment draws from my stellar project management skills, while adapting 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

Louise Kool & Galt and Bridges Canada

Graphic Designer | Aug 2020 - Apr 2022 and August 2024-present

- Design and layout of the annual LKG Catalogue 300 page catalogue.
- Update and design lookbook, flyers and mailers.
- Creating social media graphics for webinars and promotions.
- Updating and creating landing pages for LKG and Bridges website in Shopify.
- Light photography and video editing of childcare centres for website and catalogue.

Outcrop Communications Ltd

Graphic Designer | Apr 2022 - Jul 2024

- Execute client requests in government, non-profit and private sectors of Yukon, Northwest Territories and Nunavut.
- Brand development from logo concept to brand book.
- Conference and trade show; signages, banners, pop-ups, digital signage and ADs, name tags and tickets from concept design, design support and management.
- Annual report design and layout in multiple languages including Inuktitut, Inuinnaqtun and French.
- Creation of forms from design to accessibility editable fields.
- File and image management and archiving.

Sunwing Travel Group

Marketing Brand and Partner Specialist | Oct 2017 - Mar 2020

- 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.

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

Sunwing Travel

Graphic Designer Lead | Oct 2010 - 2017

- Designing major campaigns launches for new resort: trade shows, newspaper, travel publication, flyers, digital banners, social media graphics and e-blasts (B2B/B2C).
- Trade show and exhibitions display designs.
- Supervising and supporting designers to insure jobs adhere to brand standard.
- Designing sales collaterals including; destination branded brochures, PPT and flyers.
- Creating consumer resort facing collaterals including; IPTV graphics, signages, logos, resort maps, stationary, event flyers, menu covers and inserts.
- Research and explore multi-culturally diverse images to best represent the target market and age group. 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.

Blue Diamond Brands: Royalton, Hideaway, CHIC, Grand Lido, Memories, Grand Memories, Sanctuary, Mystique and Starfish Resorts (33 properties in 7 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)

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www.sidneyli.com | li.sidney@gmail.com