

# 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 GROUP

**Marketing Brand and Partner Specialist | Oct 2017 - present**

Managing and coordinating sales and resort requests in a time sensitive deadline, while building and maintaining strong internal and external relationships. Continually reviewing and preserving quality control and actively contributing to the creation of content for the Blue Diamond brand standards. Using my creative eye I have directed designs that are impactful for trade and resort that exceeded expectations while adhering to corporate design standards.

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

- Managing and coordinating high volumes of internal and external sales and resorts requests in a timely manner run on Axosoft and Zendesk programs.
- Art directing and instructing designers on how best to execute designs while adhering to brand standards.
- Organizing resort content photo shoots including; coordinating flights, scheduling shot list, photographers and supervising on-site.
- Proofing material at all stages of projects.
- Project managing special resort events and promotions.
- Creating impactful content for e-blasts promoting B2B and B2C.
- Gathering and creating content for marketing and communication tools for brochures and PPT.
- Supporting new resort openings including: stationary, signages, sales and on-site product shots.
- Communicating with printers and varies vendors on production and delivery of marketing material.
- Assisting with activities and planning projects as required.

### ■ SUNWING TRAVEL

**Graphic Designer Lead | Oct 2010 - 2017**

Working closely with the marketing director and manager I have developed new and maintaining existing designs while adhering to the brand standard as well as implementing and executing brand and style guidelines. Successfully designing impactful trade and resort pieces that have been praised and implemented throughout the brand.

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

- Designing major campaigns launches for new resort: trade shows, newspaper, travel publication, flyers, web/digital ads, web banners, social media graphics and e-blasts.
- 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.

### ■ 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)**

