

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.

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

MASTERED...

- Project management from idea to final product for quality, budget and timeline.
- Attention to detail through selecting the precise typography and/or image for the story.
- Solid working experience in the latest Adobe Creative Suite.
- Tackling multiple projects seamlessly while maintaining high standards.
- Working as a team as well as self-direct and setting my own priorities.
- Both print and digital design.
- Quick-thinking problem solving with a readiness to think outside of the box by taking it to the next level.
- Archiving, organizing and maintaining digital files, project hard copies and images.
- Continually maintaining my skills in software programs and exploring the latest trends in design and technology.
- Supervising and supporting designers to insure jobs adhere to brand standards.

DESIGN AREA IN...

Retail | Travel | Educational Settings - Catalogue | Brochure | Signage | Logo | Trade Shows and Exhibitions Display | Stationary | Flyers | Mailers | B2B | B2C | Digital | Social Media Graphics | Gif animation

- New and rebranding logos
- Brochure building and management
- Designed major campaign launches: trade shows, newspaper, travel publication, flyers, digital banners, social media graphics and PPT
- Redesigned and refreshed products
- Packaged sales collaterals: branded brochures, PPT and flyers
- Research multi-culturally diverse images to best represent the target market and age group.
- Supervised and directed on-site photo shoots
- Experience working backend Shopify using page building apps

COMPANY MATTERS

Outcrop Communications

Graphic Designer | April 2022 - present (Iqaluit, Nunavut)

Louise Kool & Galt and Bridges Canada

Graphic Designer | Aug 2020 - April 2022 (Toronto)

Sunwing Travel Group | Blue Diamond Resorts

Marketing Brand and Partner Specialist | Oct 2017 - March 2020 (Toronto)

Sunwing Travel

Graphic Designer Lead | Oct 2010 - 2017 (Toronto)

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)