

HILARY SHER BDes 416.721.9899 | design@hilarysher.com | www.hilarysher.com

Overview Creative designer with 4+ years freelance experience, and over two years of full time experience, with hopes to continue to explore the graphic design industry from an interdisciplinary design approach – specifically through visual communication, typographic experimentation, information, and editorial design.

Skills and Qualifications Proficient in Adobe Photoshop, InDesign, and Illustrator, and practiced in Adobe Dreamweaver, Flash, and Microsoft Visual Studio, as well as Microsoft Word, Excel and Powerpoint, on both Mac and PC platforms. Experienced in HTML, XHTML, and CSS coding.

BDes, York University/ Sheridan College (September 2004 - April 2008)
Graduate of the York University/Sheridan College Bachelor of Design joint Honours Degree program.

Ryerson University (September 2008 - December 2008)
Completed the Web site Design & Development course series at The Chang School at Ryerson University.

Design Experience **Junior Graphic Designer** – Vincent Associates Inc. (January 2010 - Present)
As junior graphic designer, I am responsible for the design and implementation of various sub-brands, including Fundata Inc. DV Associates, and FundLibrary. I am also responsible for creating conceptual mock-ups in response to design proposals. I work with a team of marketers and programmers to create web-based applications and online-marketing collateral.

Freelance Graphic Designer (April 2008 - Present)
As a freelance designer I have had the opportunity to create print and web-based marketing collateral for a variety of industries on an on-going basis. Some of which include:

Rightsleeve Promotional Design Agency (April 2009 – Present)
Working on a monthly-basis with a diverse team of marketers to create new designs, set up artwork for client approval, as well as produce artwork to be print-ready for a variety of printing processes. Also responsible for various online marketing material such as the design of the monthly e-blasts.

PharmaSystems Inc. (February 2009 – Present)
Design and brand management for all pharmaceutical supplies and marketing material, concept development for new products and new market potential, design and market research for multiple brand extensions.

Kognitive Marketing (April 2008 – Present)
Various print design projects created over the years for the agency, including the creation of the corporate identity of sub-brand Kandid Media, media kit design, and mockups of promotional material in 3D spaces.

Exova Inc. (October – November 2009)
Exova challenged me to create unique and creative applications of their corporate branding through various print material. Projects included a corporate brochure, promotional postcards, health and safety signage, and creating a promotional display for the lobby of their North American head office.

FLOW 93.5 FM (September 2007 – July 2010)
Produced creative designs for both print and online promotions, redesigned external sales print materials and audio/visual sales presentations, as well as assisted in the redesign and maintenance of the FLOW 93.5 website.

Creative Designer & Marketing Specialist – Netkinetic Inc.
(6 Month Contract: April 2009 - September 2009)
At Netkinetic, my role was to oversee all creative material for sub-brand, DMXReady. Main responsibilities included creating all graphics for version 2.0 software applications, all package designs, the design and content of the website, and designing alternate CSS skin templates. Other responsibilities included designing and coordinating e-blasts and marketing material for the 7000 registered customers, answering sales questions and technical support inquiries via livechat programs, working with ASP & PHP developers to make sure designs run seamlessly with both types of programming, the redesign of the Netkinetic Inc. brand and website, and creating and maintaining the integrity of the brand through Facebook and Twitter accounts.

Junior Designer – HG Brands (September 2008 - December 2008)

Junior Designer and Production Artist for HG Brands, designing graphics for licenses including the NHL, NFL, CFL, NCAA, CHA, and Nickelodeon, printed on various clothing and packaging materials, sold Nation-wide to Canadian retailers.

Digital Operator – The Printing House Ltd. (May 2008 - August 2008)

Designed print projects for various clients including: Menkes, Tarion Warranty Corporation, and SAP Canada; Prepared all documents for press, and oversaw the proper printing of all materials.

Graphic Design Intern – The New FLOW 93.5 FM (July 2007 - April 2008)

Produced creative designs for both print and online promotions, redesigned external sales print materials and audio/visual sales presentations, as well as assisted in the redesign and maintenance of the FLOW 93.5 website.

Photography Editor – Trillium Photography (January 2007 - June 2007)

Graphic designer, photograph editor, and photography assistant at Trillium Photography, a privately-run company in Concord, Ontario.

Volunteer Effort September 2007 – April 2008

Member of steering committee for the award winning York University/Sheridan College Bachelor of Design annual Graduate Exhibition: Splice 2008.

September 2004 – May 2008

Member of Delta Pi Sorority, a non-profit organization dedicated to promoting leadership within the community and campus life. During this time I have spent two years on the executive board as treasurer, and one year as president.

Spring 2007

Coordinated a charity auction fundraiser that raised over \$7000 for Princess Margaret Hospital Foundation's Breast Cancer Research development.

September 2005, 2006, 2007, 2008, & 2009

Participant in the CIBC Run for the Cure in Toronto.

September 2004 – June 2005

Administrative volunteer for RGD Ontario (The Association of Registered Graphic Designers of Ontario).

Awards

- Received \$4000 entrance scholarship to York University based on grade merit.
- Recipient of BOC Canada scholarship in 2004, 2005, 2006, and 2007 for community involvement and consistent grade point average.

Personal Interests

Graphic design, illustration, drawing, sketching, pen and ink, acrylic painting, watercolour painting, typography, yoga, pilates, running, swimming, traveling, radio, music, film, television, fashion, and being with my friends and family.

Design portfolio and references available upon request.