

September 22, 2014

Attention: Human Resources

Effectively grabbing the attention of an audience and communicating a message has been the reason for my progressive career. Now, I would like to bring my creativity and talent to your organization and am attaching my resume for your consideration.

During my experience in the Graphic Design industry, I have demonstrated an astute understanding of creating designs that are not only relevant and innovative but also competitive, in-line with the company's brand strategy and relatable to their target market. Moreover, I have an advanced knowledge of printing processes and print production, affording me a unique advantage when designing for print. Thus, my work stands out as being profoundly creative, yet clean and professional.

You will find me to be a team player who is creative, professional, meticulous, and self-driven. I am motivated by challenges and I am passionate about delivering outstanding results under tight deadlines. My "can do" positive, upbeat attitude and willingness to cooperate, motivate and assist other team members together with my keen attention to detail and strong work ethic would be definite assets to your organization.

Please check out my portfolio at: **elleessedesign.com**. I would love the opportunity to walk you through my portfolio and explore possible employment opportunities. Please contact me by phone or email; look forward to hearing from you.

Thank you.

Best Regards,



Lisa Samlal

PROFILE

An Art Director / Senior Graphic Designer with over 14 years of experience, working on local and international design concepts and creations for a diverse range and scale of projects, combined with a Psychology degree, a Graphic Design diploma, and an Interior Decorating certificate. Proficient in designing innovative pieces by utilizing multiple design techniques and printing processes. Proven ability to manage projects from concept to final production, accurately capturing and conveying the message using digital and traditional mediums to create: effective consumer campaigns (print collateral); trusted, vibrant, and progressive corporate branding; unique and intricate kitfolders and packaging; dynamic and visually appealing websites, GUIs, and e-marketing; and formal high-security documents used globally. Expert knowledge of pre-press and print production with a comprehensive understanding of typography, layout and colour theory. Unique ability to design in 2-D and 3-D with ease. Managed multiple projects simultaneously for clients that include respected corporations, local and international governments, and national security organizations.

An excellent team player with superior design sensibility and a good appreciation for the distinction between creative expression and commercial reality. Skilled in communicating creative ideas and strategies to all project stakeholders and leading multidisciplinary teams while proactively managing the success of production scope, schedules, and budgets. Able to think creatively against demanding deadlines with acute attention to detail; eager to collaborate with other creative people driven by a genuine passion for design.

PROFESSIONAL EXPERIENCE

ELLE ESSE DESIGN FIRM, Toronto, Ontario

Apr 2009 - Present

Principal / Creative Director / Senior Graphic Designer

- Manage, direct and oversee a variety of end-to-end marketing, branding and advertising projects which encompass print and web design deliverables
- Consult with clients to determine their preferences, needs and budget; provide constructive, specific and intelligible feedback about proposed work while articulating sound understanding of client vision / intent
- Create and present innovative, creative briefs and proposals, with visual representations, project outlines, timelines and budgets, capturing the essence of client ideas and following through to secure client commitment and contract

Selected Accomplishments

- Successfully completed a number of projects involving corporate branding initiatives, stationary packages, advertisements, POP displays and magazine editorial layout resulting in a number of repeat business and a significant amount of business referrals

COSMETICA LABORATORIES, INC., Toronto, Ontario

Sep 2007 - Mar 2009

Art Director / Senior Graphic Designer

- Encouraged and nurtured a creative environment, while providing leadership to Junior Graphic Designers, to understand, embrace, and communicate corporate mission and values to produce outstanding creative solutions while maintaining budgetary guidelines
- Engaged conceptual, strategic, and leadership skills to drive the processes and strategies that addressed corporate needs and business goals across digital and traditional channels while distinctly encapsulating and accurately portraying the company's brand to achieve dominance within a highly competitive marketplace
- Aligned all internal / external resources and drove the process to ensure timely, quality and accurate realization of the final vision
- Promoted a culture of excellence and accountability as well as dedication to continuous improvement in terms of creative solutions, use of various communication mediums and innovations

COSMETICA LABORATORIES, INC. (con't)*Selected Accomplishments*

- Successfully executed the brand strategy and refocused the company position by redesigning the corporate website interface (www.cosmeticalabs.com), corporate kitfolder and the company's business cards; earned the respect and support of Executive Management based on cutting-edge originality and creativity in capturing and communicating the corporate mission and values while maintaining brand consistency
- Broaden the scope of communication with sophisticated, fashion-conscientious target market by designing successful marketing campaigns ranging from elaborate trend presentations to simple direct mailers and e-marketing
- Captured the essence of nostalgic sophistication with a 'Beauty through the Decades' trend presentation by designing magazine cover prototypes from the 20s to millenium; planned and directed a 2-day photo shoot, hired photographer, makeup and wardrobe artist, hair stylist and agency model
- Planned and designed state-of-the-art booths for trade shows used throughout North America
- Intertwined designs with the power of print processes / techniques to create distinctive look, feel and experiences that conveyed message in unique, stimulating, memorable and captivating ways to the target audience
- Created artwork for bottom, shade and over labels for products printed in Flexo; prepared artwork to be silk-screened onto components; approved unit cartons printing (Offset and Flexo)
- Effectively liased with print vendors from requesting print quotations to pre-press production to press approvals

CANADIAN BANK NOTE COMPANY (CBN), LIMITED, Ottawa, Ontario

Nov 2004 - May 2007

Graphic Designer

- Created strategies and designs that addressed the needs and business goals of the Canadian Bank Note Company across a wide range of security printed products such as passports, ID cards, and other security documents to meet the needs of various high profile clients / organizations
- Conceived, created and presented design solutions that fulfilled strategic business objectives, and delivered innovative proposals to secure new business opportunities

Selected Accomplishments

- Rebranded the Company while retaining its history and integrity by creating a new corporate logo, stationary package and website (www.cbnco.com) that are still being used
- Created designs for passports that are currently in use for travel by the citizens of the countries of Trinidad and Tobago, St. Kitts and Nevis and St. Vincent and the Grenadines
- Designed high-security materials used by border control officers to identify the security features and validate the authenticity of ID cards and passports for countries around the world

CANADIAN MUSEUM OF HISTORY (FORMERLY MUSEUM OF CIVILIZATION), Ottawa, Ontario 2004

- Designed 16-panel brochure for the Sept/Oct/Nov 2004 Calendar of Events (170,000 copies printed and distributed)

BANK OF CANADA CURRENCY MUSEUM, Ottawa, Ontario

2004

- Redesigned French and English Teachers' Kit consisting of a teacher's manual, 3-D image cards, student worksheets
- Designed an intricate kitfolder for all of the Currency Museum's educational programs, including custom die lines

CNHI PUBLISHING CO., Iowa, U.S.A.,

2000

- Built black & white and colour ads for two newspapers, real-estate magazines and various tabs
- Printed CMYK colour separations to an imagesetter and processed film
- Downloaded 32-page TV guide from Fetch, pasting up pages to grid layout paper

EDUCATION

- **French Language Certificate** – George Brown College, September 2013 - Present
- **Web Design & Development** – George Brown College, May 2013 - Aug 2014
- **Interior Decorating Certificate** (Graduated with Honours) – George Brown College, Sep 2007 - May 2010
- **Graphic Design Diploma** (Graduated with Honours) – Algonquin College, Sep 1999 - Apr 2004
- **Baccalaureate of Arts (PSYCHOLOGY)** – University of Ottawa, Sep 1994 - Apr 1997

COMPUTER SOFTWARE & OTHER CREATIVE SKILLS

- ***Advanced knowledge and high proficiency in:*** Adobe CS3 - CS6 (Illustrator, Photoshop and InDesign), Adobe Acrobat Professional, XHTML, HTML 5, CSS 3 (including Responsive Web Design c/w Media Querries), QuarkXpress, Microsoft Office Suite (Word, Excel and PowerPoint)
- ***Working knowledge of:*** JavaScript, Dreamweaver, After Effects, FTP software, Content Management Software
- Keen eye for photography with strong photo editing and colour correction skills
- Skilled in painting, sketching and drawing with all mediums, creating portraits and artistic conceptual renderings, as well as architectural drawings and floor plans
- Combining creativity with hard-hitting marketing & copywriting principles, and writing for pure joy
- Exploring media, marketing, technology, and analytics to convey unique experiences
- Creative in the application of cosmetics / makeup to create a variety of looks
- Dancing, singing and playing the harmonium