

thinker.
doer.
designer.

HELLO!

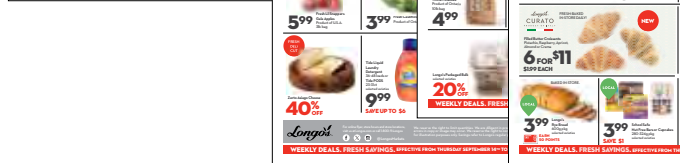
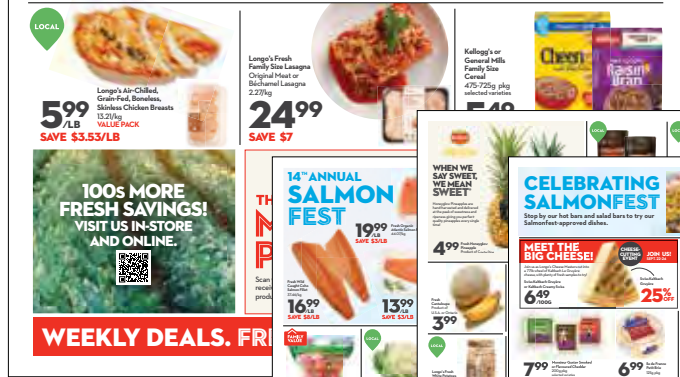
THANK YOU FOR TAKING THIS
OPPORTUNITY TO
REVIEW MY CREDENTIALS AS A
SENIOR GRAPHIC DESIGNER.

I am a seasoned creative thinker with an uncanny eye for detail and have exceptional organizational and time management skills. I bring several years experience in Publishing, Print+Web Design, Large Format Printing, Social Media Marketing, Corporate+Retail Design including Radio, Food and Fashion Photography. Proficient in all things Adobe (Photoshop, Illustrator, InDesign, Acrobat/Distiller) and a working knowledge of Film Editing, Animation and A.I.

I am eager to work with you.

Let's Chat!
416.550.4491

Flyer Design, Longo's Grocery



NEW DESIGN: PRINTED FLYER WRAP

- Working with Marketing Management team, re-design and create a new, printed 4-page flyer wrap design including sourcing imagery.



POP-OUT PRINTED SPECIALTY FLYER PAGES

- Create custom layout and design of specialty pop-out printed flyer pages.



- Working with magazine layouts, modify designs to fit and modify for flyers.



PROJECT RESPONSIBILITIES:

- Working on bi-weekly flyers for Longo's Grocery, responsibilities included the creation of bi-weekly store flyers.
- Keeping within the guidelines of corporate branding, create 28-32 page flyers from concept to final.
- Included in each flyer were a series of "free-flow" pages which needed full creative design and art direction.
- Source stock photography to compliment layouts.
- Write copy and headlines as needed to compliment item on advertisement.

Product Photography:

Food (raw & fresh), Packaging, Floral, Photo Staging



FOR THE LOVE OF LOBSTER!

MADE WITH 100% LOBSTER MEAT FROM NOVA SCOTIA

Fresh Nova Scotia lobster, creamy mayonnaise, chopped fresh celery and green onions on a bed of shredded iceberg lettuce. Lightly sprinkled with tarragon leaves. Choose 3 soft slider buns or a 6-inch sub bun.

Our fresh Nova Scotia lobster salad accompanied with smoky bacon, crisp lettuce and served on a scrumptious croissant.

8⁹⁹ Longo's Lobster Bacon Croissant

8⁹⁹ Longo's Lobster Sliders 3 pack or Lobster Roll



CUSTOM PHOTOGRAPHY FOR FLYER ADVERTISING
- Photograph, edit and create layout for LobsterFest promotion..

GIFTING MADE EASY

THAT'S A WRAP!

NEW

ENJOY TOTAL INDULGENCE THIS SEASON WITH LONGO'S BELGIAN CHOCOLATES. THIS THOUGHTFULLY CURATED ASSORTMENT FEATURES LUXURIOUS MILK, DARK AND WHITE CHOCOLATE TRUFFLES, FREE OF ARTIFICIAL FLAVOURS AND COLOURS IN A VARIETY OF 8 DELICIOUS MELT-IN-YOUR-MOUTH CHOICES.

12⁹⁷

Longo's Belgian Chocolate Assortment 275g (10oz)

FUN FACT: These chocolates are sourced from some of the finest chocolate factories in Belgium. All components are brought to our facility in Pickering, Ontario where we assemble and pack the balloons.

MADE WITH ONLY THE FINEST INGREDIENTS. THESE HOMEMADE SHORTBREAD COOKIES ARE WONDERFULLY CRUNCHY BUTTERY AND NOT TOO SWEET. AN IDEAL GIFT FOR ANY HOST.

12⁹⁷

Longo's Shortbread Cookies 275g (10oz)

12⁹⁷

Longo's Curato II Pasticcini Classico 500g (18oz)

12⁹⁷

Longo's European Biscuit Collection 500g (18oz)

PRICES ON THIS PAGE EFFECTIVE FROM THURSDAY DECEMBER 1ST TO WEDNESDAY DECEMBER 14TH, 2022.

EXAMPLES OF STUDIO PHOTOGRAPHY TAKEN:



Floral Bakery, including Beauty Catering Grocery Produce



CUSTOM PHOTOGRAPHY FOR FLYER ADVERTISING
- Sourcing and utilizing a stock image of a grandfather hugging his grand-daughter, impose a photograph of Longo's premium chocolate into stock image for use in flyer advertising.



- PROJECT RESPONSIBILITIES:
- On a weekly basis photograph various products supplied by the sales team.
- Items included:
- Food including both raw and fresh meat or seafood.
 - Package photography.
 - Floral photography.
 - "Beauty" photography and staging food and plating.

Responsible for Photography editing of all images for use in Flyers, Magazines and Large-scale POS Store signage and advertising.

Copy Writing

During the process of creating flyers at times it was necessary to research and write copy specific to new products.

PRODUCE

WHY NOT TRY

INSTORE DEMO SATURDAY 10AM-4PM

2.99 /lb. Fresh Blood Red Oranges

1.99 /lb. Fresh Blood Red Oranges

2.49 /lb. Fresh Blood Red Oranges

3.49 /lb. Fresh Blood Red Oranges

2 FOR \$4

2 FOR \$4

2.99

3.99

2.49 /lb. Fresh Blood Red Oranges

2 FOR \$4

4.99

2.99

4.99

FAIRTRADE. FAIR PRICES. WE CARRY ONLY FAIRTRADE BANANAS. AVAILABLE IN-STORE OR ON LONGO.COM

The elegant shape of the concord pear doesn't just stop at its beautiful physique. This popular pear is known for its crisp texture and vanilla-like sweetness. Grill it. Roast it. Poach it. Sauté it. Eat it fresh out of hand or slice it into your salad. It really is an all-purpose powerhouse!

PRODUCE

WHY NOT TRY

ALORA ROSE CHERRIES INSTORE DEMO SATURDAY 10AM-4PM

3.99 /lb. Fresh Blood Red Oranges

7.99 /lb. Fresh Blood Red Oranges

2 FOR \$4

2.99

2 FOR \$5

2 FOR \$4

3.99

3.99

4.99

2.99

4.99

2 FOR \$10

3.99

4.99

FAIRTRADE. FAIR PRICES. WE CARRY ONLY FAIRTRADE BANANAS. AVAILABLE IN-STORE OR ON GROCERY.LONGO.COM

This wonderfully sweet variety of cherry was discovered purely by chance by a woman named Audra, while walking through her orchard.

MANGO FEST

2 FOR \$4

2 FOR \$4

4.99

6.99

4.99

5.99

1.99

3.99

16.99

FUN FACT

Longo's Mangos are harvested in the jungles of Venezuela and flown to your neighbourhood Longo's within DAYS* of being picked! Now that's fresh obsession! *Travel time is an estimation and at times unforeseen circumstances may affect delivery

FUN FACT Fresh Tree Ripened Super Haden Mangoes are harvested in the jungles of Venezuela and flown to your neighbourhood Longo's within DAYS* of being picked! Now that's fresh obsession! *Travel time is an estimation and at times unforeseen circumstances may affect delivery

PRODUCE

WHY NOT TRY

GOING GREEN HAS NEVER TASTED SO DELICIOUS!

3.99

6.99

1.99

12.99

2.99

2.99

2.49

1.99

3.99

5.49

7.99

FAIRTRADE. FAIR PRICES. WE CARRY ONLY FAIRTRADE BANANAS. AVAILABLE IN-STORE OR ON GROCERY.LONGO.COM

Say hello to the plumcot, a sweet-tart tasting hybrid of the plum and apricot. This unique species was created through natural, open-pollinated crosses and harnesses a unique flavour, taste and appearance. Eat them as they are or incorporate into your favourite recipes.

FAMILIAR OR DIFFERENT?

6.99

SAY HELLO TO THE PLUMCOT, A SWEET-TART TASTING HYBRID OF THE PLUM AND APRICOT. THIS UNIQUE SPECIES WAS CREATED THROUGH NATURAL, OPEN-POLLINATED CROSSES AND HARNESSES A UNIQUE FLAVOUR, TASTE AND APPEARANCE. EAT THEM AS THEY ARE OR INCORPORATE INTO YOUR FAVOURITE RECIPES.

Say hello to the plumcot, a sweet-tart tasting hybrid of the plum and apricot. This unique species was created through natural, open-pollinated crosses and harnesses a unique flavour, taste and appearance. Eat them as they are or incorporate into your favourite recipes.

MAKE YOUR OWN SAUCE.

6.99

7.99

19.99

2 FOR \$5

11.99

16.99

5.99

SAUCE NEEDS A LITTLE LOVE AND ALLOTTA LONGO'S! WITH ONLY THE FRESHEST INGREDIENTS AVAILABLE, YOUR SAUCE IS SURE TO BE A FAMILY CROWD PLEASER.

Sauce needs a little love and allotta Longo's! With only the freshest ingredients available, your sauce is sure to be a family crowd pleaser.

Examples of Catchy-Titles:

THRILL THE GRILL!

ENTERTAINING MADE EASY

CATER LIKE A BOSS!

BAKERS GONNA BAKE!

PRETTY SWEET.

Large-Scale POS Store Signage Design

Custom Ad Creation



PROJECT RESPONSIBILITIES:

-



Halton Hills Chamber of Commerce Business Directory

HALTON HILLS
Chamber of Commerce

Business & Community DIRECTORY 2019

Front Cover Spot 6 \$525+hst 2.5"W x 1.75"T	Front Cover Spot 5 \$525+hst 2.5"W x 1.75"T	Front Cover Spot 9 \$525+hst 2.5"W x 1.75"T
ALWAYS Tim Hortons FRESH	TORONTO PREMIUM OUTLETS	TERRA COTTA FOODS
LOCYER + HEIN LLP	GEORGETOWN MARKETPLACE	APPAREL PROMOTIONS

www.HaltonHillsChamber.on.ca

HALTON HILLS
Chamber of Commerce

MESSAGE FROM OUR MAYOR

MESSAGE FROM BOARD CHAIR

ARTS & CRAFTS - HEALTH

BUSINESS CATEGORIES

COMMUNITY SERVICES - TOWN OF HALTON HILLS

CONTACT THE TOWN OF HALTON HILLS CHAMBER OF COMMERCE
905-877-7700
www.haltonhillschamber.on.ca

- PROJECT RESPONSIBILITIES:
- Redesign the complete 2015 Halton Hills Business Directory Book (68page).
 - Continued to work on annual directories from 2015 to current.
 - Update and/or design all ads within the directory to the new format.
 - Send PDF ad proofs for approvals.
 - Prepare book for print and send all material direct to the printer.

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Outdoor Billboard Design



PROJECT RESPONSIBILITIES:

- Design from concept to final artwork various outdoor billboards.
- Once artwork is approved, send all print-ready material to Pattison (Viacom, etc.).



Hoarding Wall Designs



PROJECT RESPONSIBILITIES:

- Using the dimensions supplied by contractors, design and layout various hoarding walls throughout the Georgetown Market Place Mall during their renovation period.
- Many of these walls are still on display throughout the mall.
- Once artwork is approved, send all print-ready material to the printer.

Niagara Escarpment Views Magazine

4X Annual Publication



PROJECT RESPONSIBILITIES:

- Following the style guidelines set by NEViews, provide page layout and design of quarterly magazine from cover to cover.
- Pre-flight all client-supplied advertising to confirm it meets print specifications.
- Design client advertising as needed and prepare final, high resolution PDF files for print.

Various Domino's Pizza Print Materials



DEVELOP A SERIES OF 6 DOMINO'S DIRECT-MAIL POSTCARDS

ORDER ONLINE
 GEORGETOWN
 232A Guelph Street
 (at Mountainview)
 (905) 702-8800

STORE HOURS:
 Sunday - Thursday
 11am - 11pm
 Friday
 11am - 1am
 Saturday
 11am - 1am

Free Pizza
 See reverse for details

\$5 Wings
 See reverse for details

X-Large Pizza
 X-Large
\$11.99
 See reverse for details

Free Pop
 See reverse for details

Sides

Cheesy Bread	\$4.99
Served with marinara dipping sauce	
Domino's Pizza Buffalo Chicken Kickers	\$8.99
8 pieces served with Ranch sauce for dipping	
Bread Sticks	\$3.99
Served with marinara dipping sauce	
Crinna Stix	\$3.99
Served with sweet, creamy icing	
Buffalo Wings	
10	\$8.99
20	\$14.99
Hot, BBQ or Honey Garlic, Served with Ranch sauce for dipping	
Dipping Sauces	75c
Marinara, Ranch, Roasted Garlic, Sweet Icing	
Drinks Cans	\$1.00
2 Litre	\$2.99
6 Pack	\$3.99
Coke®, Diet Coke®, Sprite®, Barq's® Root Beer, C-Plus®	

purchase of a large pizza at regular menu price.
 MENTION COUPON CODE: 4051

Please mention coupon when ordering and return to receive offer. Limited delivery areas. Delivery charges apply. Taxes extra. Not valid with any other offer. Valid at participating Domino's locations. Expires 02/28/2010

www.dominos.ca

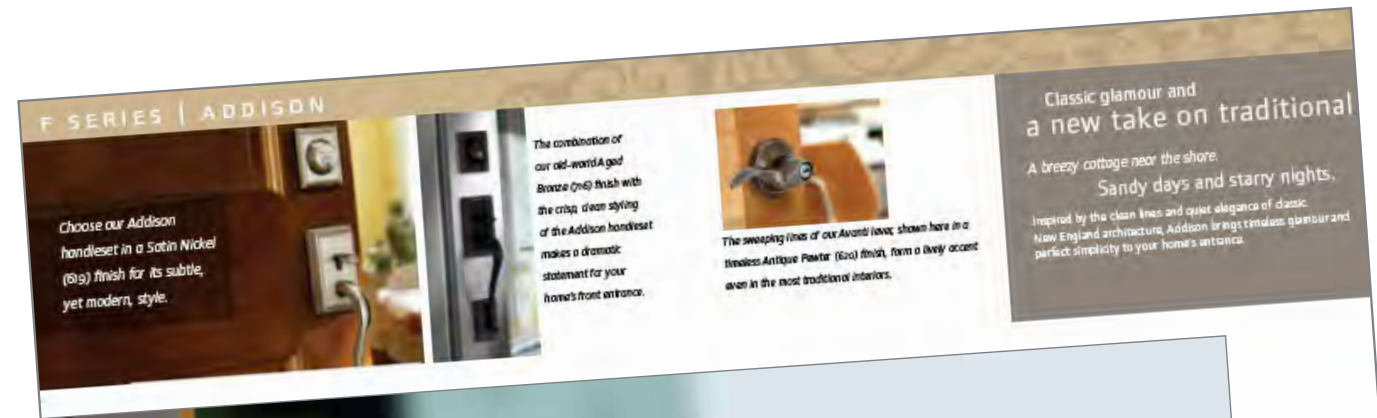
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DESIGN DOMINO'S PIZZA FLYER FOR NATIONWIDE WINTER CAMPAIGN

PROJECT RESPONSIBILITIES:

- Work one-on-one with franchisee owners to develop specific marketing pieces for their store(s).
- Working with the Domino's Pizza media buyer, design and typeset various Domino's Pizza flyers, menus, nutritional guide, and other print material nationwide.

Schlage Locks PROJECT FOR USE IN HOME DEPOT STORES



SPECIAL ORDER PROGRAM BOOKLET
• LAMINATED, TABBED, AND WIRE-O BOUND



SPECIALTY, ONE-PEEL PRODUCT LABEL

PROJECT RESPONSIBILITIES:

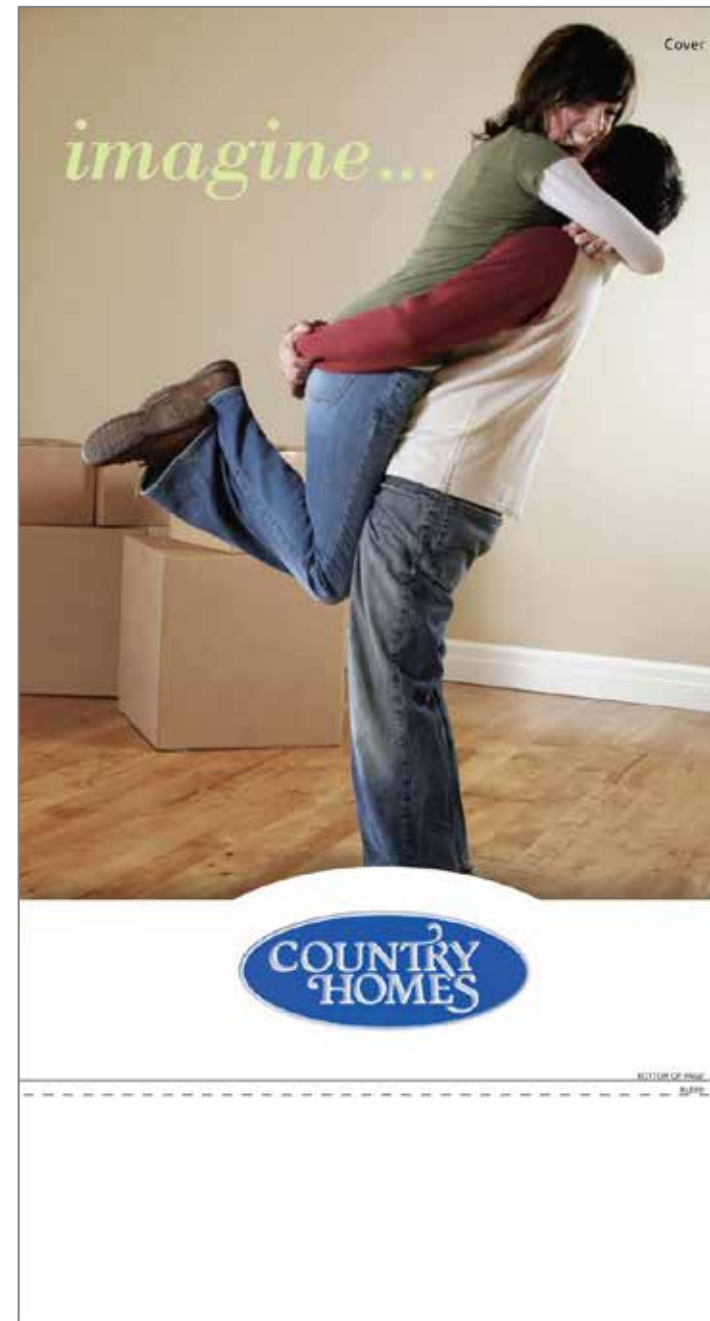
- SPECIAL ORDER PROGRAM BOOKLET Design from concept and source printing for a 44pg, long and narrow flip book which illustrates each of Schlage's top selling handle sets.
- SPECIALTY, ONE-PEEL PRODUCT LABEL Design from concept and source printing for a single-use specialty coupon. This label was used as a marketing initiative to move slower-moving inventory from Home Depot warehouses.

Country Homes Custom Tabloid Size New Homes Folder

(GEORGETOWN BASED AGENCY)



8-PAGE, TABLOID SIZE, DIE-CUT POCKET FOLDER. USED TO INSERT NEW HOME BROCHURES AND MARKETING MATERIALS.



PROJECT RESPONSIBILITIES:

- 8-PAGE NEW HOMES BROCHURE / FOLDER
Develop from concept to final artwork an 8 page, New Homes Brochure and Folder. Source stock photography and create inside panel ads.
- Design and prepare custom tabloid size, 8-page, die-cut pocket folder. This folder is used for inserting new home floorplans and marketing materials.

Town of Wasaga Beach

Recreation, Events & Facilities

Connecting with your Community!



The Beach is just the Beginning...
WASAGA Beach

f WasagaRecreation f WasagaEvents f WBYouthCentre

FOR EVENT INFO VISIT: www.WasagaBeach.com/Events

FREE BEFORE & AFTER CARE
1 hour before 1 hour after camp. Must Pre-Register.

Register Now



PERFORMING ARTS AND DRAMA SUMMER CAMP
Through the PACT program children are encouraged to think and act creatively. They will be able to explore their own cultural values and those of others.
TIME: 10:00 am - 4:00 pm
FEE: \$1.35
WEEK 1: July 16 - July 20
WEEK 2: July 23 - July 27
WEEK 3: July 30 - Aug. 3rd 2018
AGES: 6-12

GYMNASTICS SUMMER CAMP
Gymnastics is more than just another sport. It is an activity that offers something different to each participant. In gymnastics, the highly active child has a positive outlet for their energy while the less-physically-motivated child is thrilled by learning a skill suited just for them.
TIME: 10:00 am - 4:00 pm
FEE: \$1.35/week
WEEK 1: August 13 - August 17
WEEK 2: August 20 - August 24
WEEK 3: August 27 - August 31
AGES: 5-8 and 9+

The Beach is just the Beginning...
WASAGA Beach

FOR MORE INFORMATION
@WasagaRecreation @WasagaEvents @WBYouthCentre
YOU MUST PRE-REGISTER AT THE WASAGA BEACH COMPLEX, 1724 MOSLEY STREET.

BE A VOLUNTEER!
SIGN UP: <http://volunteer.wasaga.com>
Email: volunteer@wasagabeach.com

PROJECT RESPONSIBILITIES:

- I have worked with the Recreation department at the Town of Wasaga Beach for 4 years. Responsibilities have included multiple poster designs, waterfront signage, billboards and road-side signage, etc.

SHAWN DESMAN
WASAGA BEACH
JUNE 30, 2018



The Beach is just the Beginning...
WASAGA Beach

SPECIAL GUEST
DJ 4KORNERS

FREE CONCERT

TIME: **Doors open at 6:00pm**
LOCATION: **Beach Drive at 3rd Street**
Wasaga Beach, ON
DETAILS: wasagabeach.com

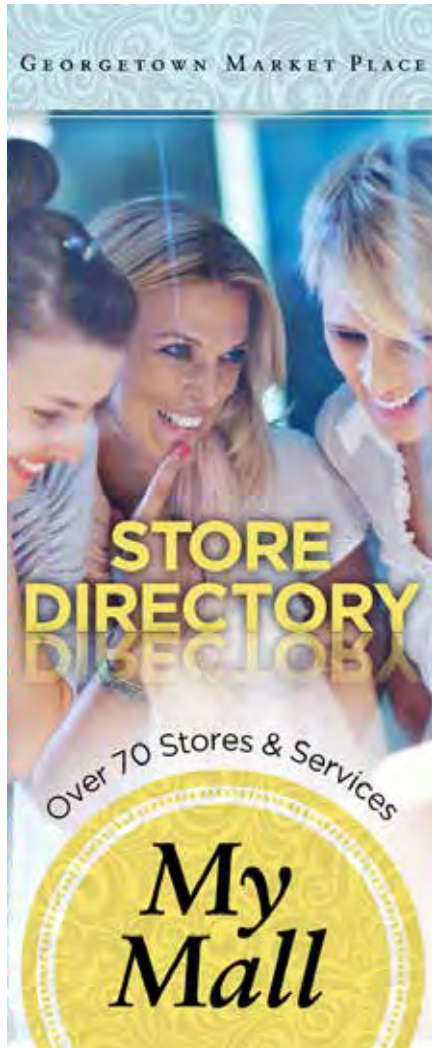
FOR MORE INFORMATION
@WasagaEvents @WasagaBeach @WBYouthCentre
705.429.3844 x2203

BE A VOLUNTEER!
SIGN UP: <http://volunteer.wasaga.com>
Email: volunteer@wasagabeach.com

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Store Directory Brochure Design



PROJECT RESPONSIBILITIES:

- Design from concept to final artwork a 4-panel store directory brochure for Georgetown Market Place Shopping Mall.



Sales Office Designs & MockUps



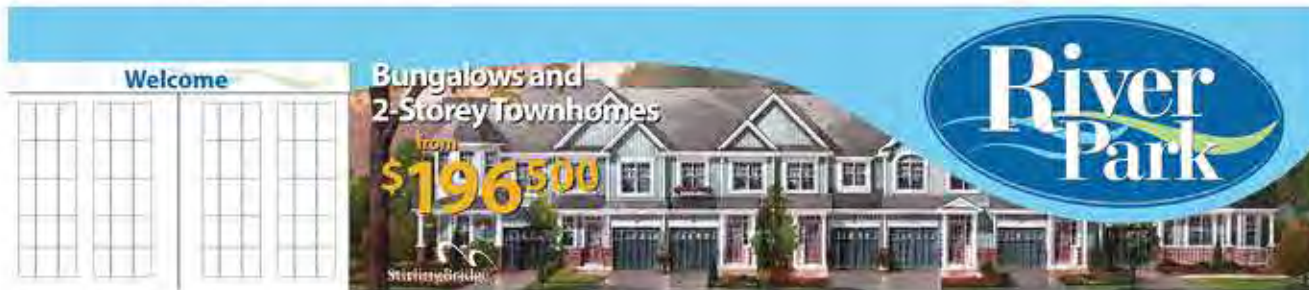
Panoramic photo of final showroom

PROJECT RESPONSIBILITIES:

- Keeping with style and colour scheme, mock-up sales office display walls, floorplan rendering boards, exterior trailer/model home signage, etc.



Mock Up of interior showroom before any construction takes place.



Mock Up of exterior trailer showroom.



Mock Up of interior trailer showroom wall and floorplan rendering boards.

Various Custom LOGO Designs

