



## Emily Simões

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## Profile

Multidisciplinary graphic designer with over seven years of experience in creating impactful visual communication materials for both print and digital media. Skilled in Adobe Creative Suite and Microsoft Office with a solid understanding of typography, composition, layout, photography, motion graphics, website design and accessibility. Proven ability to manage multiple projects simultaneously, delivering high-quality designs while adhering to brand standards and tight deadlines.

## Accomplishments

Recipient of the Terry Kuzina Memorial Student Award for Graphic Design at Red River College.

Graduated Red River College with honours, while working 2-3 part-time jobs at all times.

Chosen to represent Aveda Salons Canada and collaborate with Aveda Global Artistic Director on an internal video project.

Offered a permanent design position in 2021 at 90Octane in Denver. Surpassing all U.S. and international applicants.

## Education

**Advanced Graphic Design**  
Aug 2018 – Jun 2019 / Red River College

**Graphic Design**  
Aug 2016 – Jun 2018 / Red River College

## Skills

Illustrator/ Photoshop/ InDesign/ Acrobat/ After Effects/ Premier Pro/ Lightroom/ Adobe XD/ Microsoft Office/ Pre-Press/ Print Design/ Photography/ Videography/ HTML/ CSS/ Wix/ Shopify/ Squarespace/ Communication/ Project Management/ Strategy/

## Clients

Visa/  
Oracle/  
Chapter Eight Records - Germany/  
Hargrave Street Market - True North Square/  
Canada's Royal Winnipeg Ballet/  
Social Planning Council of Winnipeg/  
Commonwealth Kitchen & Bar/  
Summer of Sound Festival/  
Winnipeg Wildin/

## Experience

**Senior Designer**  
Sept 2021 – Present / Persuasive Media

Overseeing all design projects, from conception to delivery for a wide range of clients including Child Development Institute, Vickar Automotive Group, Star Building Materials, Supremex, Granite Financial Group and H2O Academy. Mentoring junior designers, ensuring attention to detail, strategic alignment with client goals, project management and communicating with clients. Creating original designs, including print, packaging, digital, branding, strategy, photography, videography, motion graphics, web design and social media.

**Creative Director & Lead Designer**  
Feb 2022 – Feb 2024 / Bring Your Love Festival

Ensured brand consistency across all avenues. Managed media team and other creatives. High-level marketing campaigns, design creation, print, branding, social media coordination, and multimedia design.

**Graphic Designer (Independent Contractor)**  
Jul 2021 – Nov 2021 / 90Octane  
Denver, Colorado

Created a variety of motion graphics and edited videos for internal use and for clients such as Visa and Oracle.

**Graphic Designer**  
Sept 2020 – Sept 2021 /  
Aveda Institute Winnipeg & Verde Salon Group

Lead designer responsible for all design needs of both businesses including photography, videography, print, digital, coaching social media best practices to Aveda students and stylists, social media, and web management

**Graphic Designer (Contract)**  
Dec 2019 – Jun 2020 / Guppy Design

Designed a variety of print, packaging, websites, branding, logos, campaigns, animations and illustrations for a wide range of clients including The Forks, Prairie Theatre Exchange, Kidsfest and Winnipeg Comedy Festival.

**Graphic Designer**  
Jan 2019 – Mar 2019 / Binary Vision Studios

Redesigned company logo and created a series of logo animations. Created content for social media platforms and internal website.

**Junior Graphic Designer**  
Jun 2018 – Aug 2018 /  
Canadian Museum for Human Rights (CMHR)

Created print and digital assets for a variety of exhibits including the Nelson Mandela Exhibit, Rohingya and Ododo Wa: Stories of Girls in War.