

MADDIE HEWSON

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BIO

I'm an experienced graphic designer with a knack for problem-solving. I use design to tell stories and to create thoughtful experiences to engage and energize end users. I'm process-oriented and flexible enough to make quick decisions when needed. I also enjoy keeping up with the latest design trends, technology and tools.

TECHNICAL SKILLS

- Photoshop, Illustrator, Indesign
- Sketch, InVision
- JS/HTML/CSS
- Wordpress, Magento
- Mail Chimp

EDUCATION

BITMAKER LABS

User Experience Design
Part-time Certificate
Upcoming - March 2016

HACKERYOU

Advanced Design
Part-time Certificate
Summer 2015

HUMBER COLLEGE

Web Development
Post Graduate Certificate
2009-2010

FANSHAWE COLLEGE

Business
Diploma
2006-2008

REFERENCES

Available upon request

WORK EXPERIENCE

Freelance Designer

January 2009 - Present

- Work with clients to create logos/branding, e-books, packaging design, etc.

Graphic & Production Manager | Genuine Health - Toronto, ON.

February 2014 - December 2015

- Designed creative for multiple campaigns while adhering to brand standards
- Worked with marketing team to design marketing materials, POP, sellsheets
- Collaborated with Trade Marketing Manager to design effective in-store displays
- Designed event materials and booths for tours and trade shows
- Working in conjunction with agency, re-designed product packaging, executed production of 200+ skus
- Designed e-newsletters, banner ads, social media posts

Marketing & Design Manager | Bonnie Gordon College - Toronto, ON.

September 2011 - December 2012

- Designed all marketing materials, school signage - both print & digital
- Designed displays and signage for trade shows & events
- Developed sponsorship package for annual Cake Show competition, leading to high value sponsored prizes
- Maintained and updated Wordpress website
- Assisted in writing business plan which led to financing move to a new facility
- Photographed classes and student work for promotional materials and social media

Graphic Designer & Web Specialist | Genuine Health - Toronto, ON.

June 2010 - September 2011

- Collaborated directly with digital agency to launch new website on Magento platform - managed internal approvals from key stakeholders
- Updated and maintained website, including the US e-commerce site
- Oversaw monthly e-newsletter content, input and deployed to database
- Tracked/analyzed website, e-commerce, social media and e-newsletter activity
- Worked with sales team to provide custom marketing materials for retailers
- Integrate online and social media strategy into overall marketing plans
- Created a system for submitting graphic design project briefs and streamlined project workflow by creating a set of SOPs

I.T. Support & Web Specialist | Lakeland Longterm Care - Parry Sound, ON.

May 2009 - September 2009

- Assisted cross-departmentally with administrative duties and I.T. support
- Created a scheduling system for nurses and trained staff on usage
- Designed and developed website (now offline)
- Provided ongoing website maintenance and updates
- Designed and wrote e-mail and print newsletters
- Applied for and implemented Ontario Telemedicine Network video conferencing system which allowed residents to speak with their doctors in major cities, without having to travel