

# LIDA FATHI

Graphic Designer

59 Vanderpost Crescent  
Thornton, Ontario  
L0L 2N0

(705) 500 5194  
lidafathi101@gmail.com

## PROFILE

I am a very energetic, motivated individual with a passion for art and design. I have acquired a great deal of knowledge and experience in many areas of the graphic design industry including print, web design, package design, production, vector illustrations, as well as a very in depth background in the visual arts working with many different mediums. I continually strive to improve my skills, knowledge and proficiency everyday.

## EDUCATION

Georgian College 3 Year Graphic Design Advanced Diploma  
- Graduating April 2022

York University Fine Arts  
- September 2017- 2019

## SOFTWARE SKILLS AND ABILITIES

Adobe Illustrator 2022  
Adobe Photoshop 2022  
Adobe InDesign 2022  
Adobe Lightroom 2022  
Adobe Animate 2022  
Adobe Dreamweaver 2022  
Adobe After Effects 2022  
Adobe Acrobat 2022  
Adobe XD 2022  
Procreate (iPad Digital Painting)  
Microsoft Office: Word, Excel, PowerPoint  
HTML and CSS

## JOB EXPERIENCE

- 02/2022 - 04/2022 **Internship - MyBabbo**  
Junior Graphic Designer. Created personalized graphics, email designs, templates for social media, social media advertisements, booklets, print advertisements, stationery and videos for funeral homes.
- 02/2017 - 06/2017 **Creative Café CO-OP**  
200 hours of time creating personalized mural paintings and painted tabletop designs for their new location, located in Barrie Ontario.
- 06/2018 - Present **Under Armour - Tanger Outlets**  
Cookstown -Team Member

## ACHIEVEMENTS & OTHER CREDENTIALS

Achieved Dean's List standing (GPA 90%+) for both first and second year of the Graphic Design program at Georgian  
2017 Specialist High Skills Major in Fine Arts Bear Creek Secondary School

## DESIGN AND ILLUSTRATION EXPERIENCE

- Advanced knowledge of graphic design including layout, typography, research development, color theory
- Manipulated and created 2D and 3D renderings using Illustrator and Photoshop
- Produced projects from rough concepts to a highly polished product, ready for both print and web
- Created technical illustrations including mascot design, isometric instructional illustration, gradient mesh, and logo designs using Illustrator
- Designed and created package designs and mockups based on project requirements
- Utilized design principles to create effective, constant and innovative concepts for company identity brand guides, editorial spreads, promotional signage, posters/banners, packages, web and new media projects
- Designed and utilized 2D characters and typography to create short animations using Adobe After Effects
- Creative experience and knowledge in designing website banners and advertisements, web design, UI/UX design, creating unique hand drawn assets in Procreate and utilizing them in designs
- Improved and prepared files for press, including illustrations and photos using Photoshop and Illustrator, along with final layouts using InDesign
- Worked collaboratively with other team members to create promotional material for a company
- ## QUALIFICATIONS
- Organized and able to manage and prioritize multiple projects and meet required deadlines
- Ability to work in a fast paced environment in a team or on an individual basis
- Artistic with fine attention to detail and progressive experience in graphics, illustration, print, web and multimedia design
- Open-minded and able to apply criticism towards achieving a better design solution
- Ability to communicate as an effective team member by listening and sharing ideas with colleagues.