

Paxton Klaassen

GRAPHIC DESIGNER

Profile

As a highly motivated and creative person, I am ready to tackle a broad range of graphic design challenges. Hard-working, organized and efficient, I am capable of multitasking on numerous projects at once while creating an effective solution for any design issue. My friendly attitude makes me a great resource in teamwork or speaking with clients, and my expertise in numerous areas such as editorial, branding, advertising, and user interface design makes me an ideal candidate in the graphic design field.

Education

Currently attending Georgian College
Graphic Design Advanced Diploma ♦ Graduating in 2022

Software Skills

- ♦ Adobe Photoshop
- ♦ Adobe Illustrator
- ♦ Adobe InDesign
- ♦ Adobe Acrobat
- ♦ Adobe XD
- ♦ Adobe After Effects
- ♦ Adobe Dreamweaver
- ♦ Adobe Dimensions
- ♦ CorelDRAW
- ♦ Microsoft Office
- ♦ Word / Excel / Powerpoint
- ♦ Google Workspace
- ♦ HTML / CSS

Work Experience

Freelance Designer 2019 - Present
Created branding and advertising design solutions for multiple clients. I have also created custom illustrations for numerous clients, some now used for corporate merchandising.

Content Creator for The Pretty Penny 2019-Present
Communicated both online and in person with customers, as well as posted hundreds of product photos for their social media stories.

Tutoring 2021-Present
Helped other graphic design students who needed aid with Adobe programs such as InDesign, Photoshop and Illustrator.

Junior Designer at Connect Dot Management 2022
Three month internship opportunity where I created numerous design concepts for various events. Content included: posters, logos, merchandising, programs and signage.

Design Experience

- ♦ In-depth understanding of design, can create visual solutions for content for branding, advertising, editorial, UI/UX, motion graphics, and illustration.
- ♦ Created and done preflighting for numerous documents for print with content including spot colours, bleeds, crops, dielines and other finishing for print.
- ♦ Worked on advertising campaigns for both web and print while successfully following the company's style guide.
- ♦ Created mockups of designs using numerous methods, can create 3D renderings of concepts and place designs on them using my experiences in Illustrator, Photoshop, and Dimensions.
- ♦ Created complex illustrations on both Photoshop and Illustrator and effectively implemented them into numerous designs.
- ♦ Worked with numerous clients in branding and advertising design and created unique end products following their design problems and needs.
- ♦ Worked with UI/UX design in numerous formats including XD, Dreamweaver, Wordpress, and Wix.
- ♦ Understand multiple website builders within Wordpress such as Divi and Elementor.
- ♦ Understand the importance of filing systems and file types, can remain organized in a digital and physical setting.
- ♦ Created a brand identity from start to finish including a logo, style guide, stationery and corporate merchandise.
- ♦ Formatted different types of editorial design including magazines, newspapers, brochures and books in both print and web files.
- ♦ Worked successfully in a team-oriented setting where we interacted with clients and worked together to create a final product.
- ♦ Experienced in working on multiple projects at a time, self-motivated and organized to ensure efficiency in work.

Achievements & Other Credentials

- ♦ Deans List Student (90%+)
- ♦ Member of the Registered Graphic Designers Association
- ♦ SHSM Arts & Culture Certificate
- ♦ Core French Certificate