

Astrid Leeper

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Profile

Passionate, creative graphic designer with excellent problem solving and technical skills; especially InDesign, Photoshop and Illustrator. I have a unique mix of creativity, time management, collaboration, and communication skills which adapt when working under pressure. Also have an eye for all things beautiful and a growth mindset.

Technical Skills

- Adobe Creative Suite
- InDesign
- Photoshop
- Illustrator
- Adobe Acrobat
- XD
- Content Management Systems
- Blog Platforms
- After Effects
- MS Office Suite

Design Skills

- Layout
- Typography
- Print Design
- Colour Theory
- UX-UI Web Design

Soft Skills

- Creativity
- Communication
- Time Management
- Problem Solving
- Collaboration
- Leadership
- Research

Education & Acknowledgments

- Georgian College Advanced Graphic Design Diploma – Graduating 2022
- Dean's list >90% maintained
- Second Place in Tempo Plastics package design competition
- Registered Graphic Designers association – student member
- Commercial Pilots License – 2000

Design Experience

- Extensive training in marketing across digital and print mediums creating promotional materials including various ads and assets, print production and e-mail marketing utilizing Mail Chimp.
- Maintained and arranged all files, working files, typefaces, research, and more in an organizational system to improve work flow and keep record of supplied content for future reference.
- Understands and designs with a strong consumer focus in all projects.
- Placed second in a package design and identity creation contest having technically accurate files and excellent creative design .
- Knowledgeable in prepress, preflight, post production and all areas of print production.
- Utilized creative typographic and photographic solutions in the design of various editorial and advertising layouts.
- Excellent eye for developing and creating brands and branding guidelines to ensure brand consistency across all media platforms.
- Proficient at image and visual development using Photoshop and Illustrator.
- Created wire frames, web page design, redesign and executed concepts for websites with a user experience focus.
- Collaborated with team members to create a catalogue for a company, meeting tight deadlines and client expectations.
- Analyzed ineffective designs and implemented creative solutions to meet the client's expectations through the redesign of a magazine, articles, advertisements and websites.
- Maintains proper file formatting of all print and digital material with a high degree of accuracy.
- Creates vector illustrations to be scalable for any media use.

Relevant Work History

- Branding, Social Media Advertising – Collaborated and redesigned logo, created Instagram posts/stories, and poster for the Total Mom Pitch national competition.
- Editorial – Designed and executed a recipe guide monthly utilizing Photoshop, InDesign and Illustrator for Sizzle Sauce.
- Created various sized web advertisements and recreated package in illustrator, preparing the technical file for the printer (leader-board, long rectangle, square, anchor) for My Good Green Company.
- Commissioned to do an illustration for a local not for profit - Hate Has No Home Here campaign.
- White paper design for Adams Hamilton Consulting
- Various digital and print assets for Whoosh Inc.
- Volunteer with the Barrie Yacht Club, designing marketing materials for the junior race team.