



# Sylvia Toffoletti, RGD

GRAPHIC DESIGNER | PRINT & DIGITAL

## SKILLS

### Adobe Creative Suite

- InDesign
- Illustrator
- Photoshop
- Acrobat Pro
- Quark Xpress

### Microsoft Office

- Word
- PowerPoint
- Excel

### Digital

- WordPress
- Dreamweaver
- Responsive Websites
- Flash & GIF Animations
- HTML & CSS
- Online Ads
- Social Media Graphics
- Email Marketing

## ABOUT ME

- Registered Graphic Designer
- Organized
- Detail-oriented
- Multi-tasker
- Creative Brainstormer
- Logo & Brand Designer
- Illustrations & Infographics
- Art Direct Photo Shoots
- Photo Editing & Creations
- Print Preparation
- Typography & Proofreader

## INTERESTS

- Environment
- Nature & Hiking
- Adventure Travel
- Medical & Healthcare

## CONTACT

1425 Ghent Avenue, Suite PH1  
Burlington, Ontario L7S 1X5  
T. 905-633-9190  
E. sylvia.toffoletti@gmail.com  
W. sylviatoffoletti.com

## WORK EXPERIENCE

### March 1993 to May 2018 **Art Director & Graphic Designer, Print & Digital** **Pier 8 Group Integrated Marketing**

Previously named Wordsmith Design and Advertising  
605 James Street North, Hamilton, Ontario L8L 1J9

#### Duties:

- Meeting with clients and brainstorming with team
- Developing concepts and managing campaigns
- Designing logos, branding, and brand usage guidelines
- Creating meticulous graphic artwork for print and digital
- Designing digital banners, online ads, and social media graphics
- Creating animated digital ads and graphics (GIFs)
- Email marketing using MailChimp
- Designing and building responsive websites using WordPress and Dreamweaver (HTML & CSS)
- Television ads for CHCH and The Weather Network
- Billboards, digital billboards, transit shelters, and bench ads
- Shopping mall backlit posters and hanging banners
- Bus back ads, interior bus ads, and graphics for truck wraps
- Print work includes: ads, annual reports, roll-up banners, displays, signage, posters, flyers, brochures, newsletters, magazines, postcards, children's puzzle books, stationery, and specialty items
- Complete knowledge and experience of preparing art for printing
- Infographics, illustrations, and photo-illustrations
- Art directing photo shoots, photography, and photo editing
- Research, proofreading, and copywriting

#### Clients:

- City of Hamilton, 5-year contract
- City of Guelph, 3-year contract
- Regional Municipalities of Halton and Niagara
- Ontario Association of Medical Radiation Sciences
- Hamilton Community Foundation

## EDUCATION

**3-Years** **Sheridan College of Applied Arts and Technology**  
**Applied Arts Diploma** – Graphic Design, Illustration, Photography

**1-Year** **Sheridan College of Applied Arts and Technology**  
**Computer Graphics Certificate** – Mac and PC programs

**Continuous** **Continuing Education Courses**  
**WordPress, Dreamweaver, Flash Animation, Web Design, HTML**

## AWARDS

**Gold Quill** International Association of Business Communicators (IABC)  
**Gold** Economic Developers Council of Ontario (EDCO)  
**Gold** Recycling Council of Ontario (RCO)  
**Pinnacle** Canadian Public Relations Society (CPRS)  
**Silver** Ontario Association of Municipal Recycling Coordinators