



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
- AODA Compliant

INTERESTS

- Environment
- Nature & Hiking
- Adventure Travel

CONTACT

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WORK EXPERIENCE

June 2018 to Present **Freelance Graphic Designer | Print & Digital**
Sylvia Toffoletti, RGD – Graphic Design | Print & Digital

March 1993 to May 2018 **Graphic Designer | Print & Digital**
Pier 8 Group Integrated Marketing
605 James Street North, Hamilton, Ontario L8L 1J9

Duties:

- Meeting with clients and brainstorming with team
- Developing creative concepts and managing campaigns
- Creating exciting work within visual identity guidelines
- Print work includes: ads, annual reports, roll-up banners, displays, billboards, signage, posters, flyers, brochures, newsletters, magazines, postcards, children's puzzle books, stationery, and specialty items
- Complete knowledge and experience of preparing art for printing
- Creating logos, infographics, illustrations, and photo-illustrations
- Designing, coordinating, and art directing photo shoots
- Photography and photo editing skills
- Developing creative support material for events
- Digital work includes: ads, banners, animated digital ads (GIFs), and graphics for websites, social media, and digital billboards
- Email marketing using MailChimp
- Designing and building responsive websites using WordPress and Dreamweaver (HTML & CSS)
- Creating ads for television (CHCH TV and The Weather Network)
- Follow projects from concept stage through to completion and ensure brand compliance on all touch points

Clients:

- City of Hamilton, 5-year contract
- City of Guelph, 3-year contract
- Regional Municipalities of Halton and Niagara
- 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