



# Sylvia Toffoletti, RGD

GRAPHIC DESIGNER | PRINT & DIGITAL

## SKILLS

### Adobe Creative Suite

- InDesign
- Illustrator
- Photoshop
- Acrobat Pro

### Microsoft Office

- Word
- PowerPoint
- Excel

### Digital

- Accessible Design Certificate for PDFs to pass WCAG 2.0
- WordPress
- Responsive Websites
- GIF Animations
- HTML & CSS
- Online Ads
- Social Media Graphics
- Email Marketing

## ABOUT ME

- Registered Graphic Designer
- Organized
- Detail-oriented
- 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

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

## WORK EXPERIENCE

**June 2018 to Present** **Freelance Graphic Designer | Print & Digital**  
**Sylvia Toffoletti, RGD – Graphic Design | Print & Digital**  
1425 Ghent Avenue, Burlington, Ontario L7S 1X5

**March 1993 to May 2018** **Full Time Graphic Designer | Print & Digital**  
**Pier 8 Group Integrated Marketing**  
21 King St. West, Suite 1501, Hamilton, Ontario L8P 4W7

### Responsibilities:

- Meeting with clients and brainstorming with the team
- Developing creative concepts and managing campaigns
- Designing logos, branding, and brand usage guidelines
- Creating exciting work within visual identity guidelines
- Developing projects using Adobe Creative Suite (InDesign, Illustrator, and Photoshop) and Microsoft Office (Word, PowerPoint, and Excel)
- Creating infographics, illustrations, and photo-illustrations
- Designing and art directing photo shoots
- Photography, photo editing, and photo creations
- Research, proofreading, and copywriting
- Developing creative support material for events
- Billboards, digital billboards, transit shelters, and bench ads
- Shopping mall backlit posters and hanging banners
- Bus back ads, interior bus ads, and graphics for vehicle wraps
- Complete knowledge and experience of preparing art for printing
- 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
- Digital work includes: online ads, banners, animated digital ads (GIFs), graphics for websites and social media, digital billboards, PowerPoint presentations and building websites
- 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)

### Clients:

- City of Hamilton, 5-year contract
- City of Guelph, 3-year contract
- Regional Municipality of Halton
- Regional Municipality of Niagara
- Hamilton Community Foundation
- Ontario Association of Medical Radiation Sciences
- Medical Laboratory Professionals' Association of Ontario
- Ontario Dental Hygienists' Association
- Shawn & Ed Brewing Company – Lagershed Website
- The Canadian Public Relations Society
- McMaster University
- Horizon Utilities

## PRINT WORK

- Ads
- Annual Reports
- Corporate Publications
- Newsletters
- Magazines
- Reports
- Flyers
- Brochures
- Posters
- Postcards
- Door Hangers
- Children's Puzzle Books
- Logos & Branding
- Brand Guidelines
- Stationery
- Displays
- Roll-up Banners
- Billboards
- Transit Shelter Ads
- Bus Ads
- Vehicle Graphics
- Bench Ads
- Mall Posters
- Event Materials
- Signage
- Specialty Items
- Illustrations
- Infographics
- Charts & Graphs
- Photo Illustrations

## DIGITAL WORK

- Online Ads
- Online Banners
- Social Media Graphics
- Social Media Ads
- Animated Digital Ads (GIFS)
- Email Marketing
- PowerPoint Presentations
- Responsive WordPress Websites
- HTML & CSS
- Website Layouts
- Landing Pages
- Website Graphics
- Digital Billboards
- Television Ads (CHCH TV & The Weather Network)

## WEBSITE

 [sylviatoffoletti.com](http://sylviatoffoletti.com)

## WORK EXPERIENCE

---

### 1992 – 1993 **Freelance Graphic Designer**

Clients included **R. T. Kelly Advertising** in Hamilton and **Rawling Communications** in Burlington

### 1986 – 1991 **Graphic Designer**

**Directart Incorporated** in Hamilton, Ontario  
Work included the design of *Canadian Sportfishing Magazine*

### 1985 – 1986 **Contract Graphic Designer**

**McMaster University Audio Visual Department**  
Created the signage system at McMaster Medical Centre

### 1984 – 1985 **Art Director, Graphic Designer**

**Eddygraph Communications Ltd.** in Hamilton, Ontario  
Art direction and production coordination of four graphic designers.  
Design and layout of *Hamilton Cue Magazine*

### 1982 – 1983 **Graphic Designer**

**Basstype and Design Ltd.** in Hamilton, Ontario

### 1981 – 1982 **Graphic Designer**

**Yor Type Graphics Ltd.** in Hamilton, Ontario

### 1980 – 1981 **Graphic Designer**

**Moore Printery Ltd.** in Hamilton, Ontario

## PROFESSIONAL DESIGNATION

---

Since 2018 **The Association of Registered Graphic Designers Certificate** – Certified Registered Graphic Designer  
[www.rgd.ca/designers/sylvia-toffoletti-rgd](http://www.rgd.ca/designers/sylvia-toffoletti-rgd)



## 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**  
**Accessible Design Certificate, WordPress, Web Design, HTML, Microsoft Word, PowerPoint, and Excel**

## AWARDS

---

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

## SOCIAL MEDIA

---

