



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 2.1
- PDF/UA Accessibility
- 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

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



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

