

# LEAH DOOLEY

## Graphic Designer



ldooley.design@gmail.com

See my work: [dooleydesign.ca](http://dooleydesign.ca)

Multi-talented graphic designer and passionate brand builder with 7 years of experience creating and transforming visual brand identities. Skilled in developing engaging digital, print, and web designs for clients in diverse industries. Collaborative team player with a positive attitude, strong work ethic, and wide creative capacity. Personable and responsible, with excellent technical skills and a keen interest in continuous learning for professional growth.

## EDUCATION

### Communication Design Diploma

Red River College Polytechnic  
June 2020 | 1 year, Full-time

- Graduated with honours
- Winner of 2020 Gillespie Poster Contest

### Graphic Design Diploma

Red River College Polytechnic  
June 2013 | 2 years, Full-time

### High School Diploma

John Taylor Collegiate  
June 2010

## TECHNICAL

InDesign  
Illustrator  
Photoshop  
After Effects  
Premiere Pro  
XD / InVision  
Procreate  
Wordpress  
Brackets  
Cinema 4D  
Google Web Designer

## PERSONAL

Communication  
Project Management  
Teamwork & Collaboration  
Business Acumen  
Client Relations  
Customer Service  
Professionalism

Branding  
Packaging  
Advertising  
Web UI/UX  
Animation  
Print

## WORK EXPERIENCE

### Leah Dooley Design

Freelance Graphic Designer | May 2016 - Current

Conceptualized and executed effective marketing collateral and other creative projects based off client discussions. Adhered to client branding and corporate identity. Experience working with multiple long-term clients in various industries.

- Project management; developed and adhered to project timelines punctually and effectively
- Communication skills; excellent interpersonal skills, client relations and professionalism
- Brand building; developed brand style guides, logos, stationery, and other brand expressions
- Social media marketing, templates, guides and content creation
- Business acumen; meetings, contracts, invoicing, estimates, proposals, time tracking, client focus, problem solving, business growth and strategy

### Vantage Studios Inc.

Graphic Designer | Part-time: April 2021 - Nov 2021, Contract: Feb 2022 - June 2023

Completed projects within tight timelines; formed creative concepts and ideas, applied industry knowledge and strategies. Estimated and tracked project hours. Participated in brainstorming sessions, project kick-offs, weekly meetings, and company provided LEAN educational program.

- Successfully worked in collaborative environments with project leads, copywriters, web developers and other graphic designers
- Followed and adhered to project briefs and brand standards
- Worked on large multi-faced projects like Folklorama, applied concept art to various digital, print and web assets for 2022 and 2023 festival
- Developed brand guides, designed website layouts, social media templates/graphics, and a variety of digital and print marketing collaterals
- Communication skills, problem solving and strategic thinking
- Multi-tasking, professionalism and continuous learning

### Royal LePage Prime

Client Care/Graphics Admin | Full-time: Jan 2017 - July 2019

Responsible for all administrative duties and tasks related to client transactions. Executed creative projects, social media campaigns and advertisements.

- Working independently
- Multi-tasking and time management; completion of multiple creative projects on top of administrative duties
- Detail oriented; working under pressure
- Communication skills, customer service and problem solving

### Vantage Studios Inc.

Junior Graphic Design Intern  
April 2013 (4 weeks)

### Direct Focus Marketing & Communications

Junior Graphic Design Intern  
October 2013 (3 weeks)