

Lyssa Gagné

Graphic Designer

CONTACT

lyssagagne.design
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(226) 808-8671

SKILLS

Design

Brand Identity
Illustration
AODA
User Persona
Interaction
Storyboarding
Wireframing
Prototyping

Research

Interview
Survey
Usability Testing
Competitive Analysis
Market Analysis
Visual Exploration
Comparative Analysis
Statistical Analysis

Tools

Illustrator
Photoshop
InDesign
XD
Word/Excel
Procreate
Tello & Notion
Gantt Chart Model
Hubspot & MailChimp
Google Keyword Planner
Figma
Invision

SUMMARY OF SKILLS

- Over 4 years' experience designing and marketing for small business retail, hospital and healthcare, and student engagement.
- Ability to develop creative concepts and deliver exceptional work while maintaining the brand vision through a broad range of digital and traditional channels.
- Advanced skills in Adobe Creative Cloud software such as InDesign, Illustrator, XD, Photoshop, After Effects, Premiere Pro, and Creative Cloud Libraries on either Mac OS or PC.
- Familiar with Figma and Invision with an interest in expanding those skills further.
- Knowledge of Accessibility for Ontarians with Disabilities Act (AODA) and Web Accessibility standards.

WORK

Maple, Freelance Graphic Designer

July 2020 - Current · Remotely/Waterloo, Ontario

- Creating layout, graphic, and production designs in high volumes for Maple's business to business (B2B) marketing department.
- Applying Maple's visual standards to the design work while maintaining creative direction.
- Organizing Maple's visual assets using information architecture methods in Google Drive and Frontify.
- Attending weekly B2B marketing scrum meetings to discuss short- and long-term marketing, design, and project direction.

Key Projects: B2B Concept Deck (January 2021), Organizing Google Drive and Fronity (October to December 2020), Green Shield Canada (GSC) Partnership Launch Campaign (October to December 2020), Employer Program Proposal (September to December 2020), Polycystic Ovarian Syndrome (PCOS) Campaign (August to September 2020), and designed various case studies.

Digital Main Street FutureProof at Communitech, Graphic Designer

September 2020 - Current · Remotely/Waterloo, Ontario

- Working in a Transformation Team to assist businesses with identifying new markets, pivoting their business model, and developing and implementing a deep digital transformation plan.
- Acting as a subject matter expert for conceptual and technical design, development, and implementation.
- Applying expertise and design skills on a wide variety of projects, including photos, logos, designing a visual standard guide and templates for email, a digital flyer, and organic and paid social.
- Evaluating brand identity and touch points, looking at user experience, and analysing the competitive market to help optimize marketing goals.

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Development

HTML/CSS

Javascript

Key Projects: East Hamilton Radio (6-week design sprint) and Collingwood Kombucha (4-week design sprint).

INTERESTS

Health & Wellness

Small Business Growth

Creation of stop motion animation

Supporting Local Businesses

Geocaching

ASSOCIATIONS

Provisional RGD Member

February 2020 to Current

The Designers Table

January 2020 to current

Design.Local

January 2020 to current

Calendar Club Canada, Graphic Designer

August 2019 - March 2020 · Paris, Ontario

Calendar Club Canada, Marketing Assistant (Co-op Placement)

May 2018 - May 2019 · Paris, Ontario

- Created layouts, graphics, and production designs for social media, the website, instore graphics, window displays, and internal communication materials.
- Used creative direction and applied Calendar Club's brand standards to the design work.
- Provide support to the marketing department by working with the Marketing Coordinator and Social and Digital Media Coordinator to execute marketing programs.
- Organized the marketing departments core files in OneNote, add instructional steps for department roles, and on-going marketing research.
- Worked on updating the instructional merchandise and setup guides to include the new marketing programs and graphics.

Key Projects: Bi-Weekly Digital Flyer, "Calendar Club Recommended" Social Media assets, Merch Guide, "OntheGo" digital advertising, "Retail Maverick" digital content network, Window Display Program, and Instore Custom Graphics.

Student Success Services at Conestoga College

Marketing Communications Assistant

May 2017 - April 2018 · Kitchener, Ontario

- Conducted market research and environmental scan looking at mental health services around the world, other post-secondary institutions, and anti-stigma campaigns in Canada.
- Drafted a Social Media Strategy Proposal and established SMART goals focusing in on increasing brand awareness, foot traffic to services, and increase social media presence.
- Collaborated with the Graphic Designer and Web Developer in making a cohesive brand identity for the department.

EDUCATION

Conestoga College, Bachelor of Design with Honours & Distinction

Graduated: August 2019 · Kitchener, Ontario

- Program Highlights: Design, Branding, Marketing, Business, and Entrepreneurship.

Georgian College, Graphic Design Production Diploma with Honours

Graduated: April 2014 · Barrie, Ontario

- Program Highlights: Graphic Design and Print Production

Laurentian University, Bachelor of Arts with Honours in English

Graduated: October 2010 · Remotely/Waterloo, Ontario

- Program Highlights: Literature, Sociology, and Science.