

# BELLE VISONTAY

**Senior Graphic Designer | Brand Designer | UI Designer | Video Editor**

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## PROFILE

Senior graphic designer with 19 years of experience, specializing in branding, logo design, print, web, UI Design and video creation. Extensive experience managing projects independently and with teams in high paced environments with multiple deliverables.

## CORE SKILLS

Graphic Design, Branding, Logos, Flyers, UI Design, Video Creation, Web Design, Project Management, Organizational Skills, Fast Paced, High Pressure, Time Management, Problem-Solving, Attention to Detail, Independent, Team Player, Detail-Oriented, Adobe Creative Cloud, Illustrator, Photoshop, Premiere Pro, InDesign, Figma, Lightroom, Microsoft Office, PC and Mac Proficient

## EXPERIENCE

### Content Developer

*ICOM Productions (Pluribus) / Calgary, AB / May 2021 – August 2022*

- Independently created educational training videos that made learning, onboarding and compliance an engaging experience with the use of Articulate Storyline 360
- Experience with coding in Construct3 and online e-learning website creation in Breaze platform

### Senior Graphic Designer / Brand Designer

*MARCC Apparel / Guelph, ON / September 2015 – October 2021*

- Managed creative media across all channels: logo creation, brand expression, signage, social media, email marketing, website design, and video creation using industry standard design software like Adobe Illustrator, Photoshop, InDesign and Premiere.
- Coordinated with sales and management to create visuals to close 90% of sales while balancing multiple deliverables
- Design and development of multiple e-store website interfaces which increased product purchases by 30%
- Independently created branding, vector logos packages and style guidelines with a quick turnaround time
- Extensive experience with print layout, typography and print production

### Senior Graphic Designer / Social Media Content Creator / UI Designer / Brand Designer

*Self Employed / Mount Forest, ON / Calgary, AB / January 2015 - Current*

- Managed to multitask while creating graphics, digital designs, social media content, videos, and UI design for over 500 individual clients and 2 long term businesses mindful of time, budget constraints and feedback
- Increased online visibility for brand new e-commerce business, driving traffic to website by over 60% with engaging videos and impactful graphics
- Designed user interface, alongside user experience, for pandemic effected business to drive sales using Figma
- Produced mood boards based on influencing factors such as design trends, business goals and by collaborating with team members to translate my ideas into high-quality graphic design

### Senior Video Producer / Graphic Designer / Brand Designer

*Intrigue Media / Guelph, ON / October 2010 – September 2014*

- Produced motion graphic videos displayed in high traffic locations that increased sales by up to 300% (See “A Cobb Salad Increased Sales?” blog post <https://www.bellevisontay.com/single-post/a-cobb-salad-increased-sales>)
- Worked directly with clients to execute video ads from cost negotiation to project completion
- Managed real-time video schedules and trained new co-workers and interns on marketing team to increase efficiency
- Brand designer for clients using design software such as Illustrator, Photoshop, Premiere Pro and After Effects

## EDUCATION

### Bachelor of Arts

*University of Guelph / Guelph, ON / September 2006 – June 2010*