

# Dustin Cordeiro

Graphic Designer



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## PROFILE

Multidisciplinary graphic and digital designer with 7 years' experience in fast-paced creative media and print production roles. Team player with a keen eye for design trends and an adaptable style. Strong knowledge of Adobe Creative Suite and WordPress.

## SKILLS

InDesign  
PhotoShop  
Illustrator  
After Effects  
Adobe XD, Figma  
WordPress, HTML, CSS

## AREAS OF EXPERTISE

Branding & art direction  
Print production  
WordPress  
Social media graphics  
Photo retouching  
Video editing

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## WORK EXPERIENCE

### Senior Digital Designer

– The Other End Inc.

Oct. 2019 – March 2022 (2.5 yrs)

Toronto, ON

WORK: [vphouse.ca](http://vphouse.ca)  
[theotherend.ca](http://theotherend.ca)  
[watch-nook.com](http://watch-nook.com)

- Design, build and ongoing maintenance of multiple WordPress sites, incorporating UI & UX best practices.
- Created brand identities, presentation documents and websites for various international film industry clients.
- Re-designed company website, enhancing online presence and boosting traffic and enquiries by 60%.
- Oversight, direction and training for other colleagues.
- Clear communication and collaboration with clients.
- Coordinated production of all printed materials.

### Graphic Layout Artist

– TC Transcontinental

Jan. 2016 – Oct. 2019 (3 yrs)

Toronto, ON

- Digitally assembled The Home Depot's flyer pages for print/distribution across North America.
- Followed The Home Depot's strict guidelines and deadlines, plus TC's high production/quality standards.
- Produced an average of 20+ flyer pages per week.
- Kept track of any changes to The Home Depot's brand.

### Freelance Associate Producer

– CBC

Mar. – Aug. 2019 (6 mos)

Toronto, ON

- Designed official CBC assets and imagery for display on their Gem streaming site/app.
- Conceptualized and designed custom vector-based infographics for social media, garnering high engagement and shares from followers.

## **Jr. Designer / Videographer** – University of Guelph-Humber

Jan. – Nov. 2014 (11 mos)  
Toronto, ON

- Created eye-catching branded apparel, banners, flyers and more for in-school or online display.
- Enhanced student involvement by 30% through various promotional initiatives across departments.
- Became known as the "one man arts department."
- Carried out all filming and photography of students.
- Produced over 50 videos for web and event use.

## **Freelance Graphic Designer** – d-co.

2015 – **Present** (7 yrs)  
Toronto, ON / Melbourne, AU

- Direct communication with clients to discover the best visual representation of their business, in order to create impactful brand identities (logos, typographic guidelines, colour schemes) around their unique needs.
- Web design (WordPress, WIX, Semplice, Webflow).

## **Designer / Copywriter** – LMWR Consulting

April 2013 – Dec. 2015 (2 yrs 9 mos)  
Toronto, ON

- Designed infographics and email blasts.
- Wrote and edited copy and gave editorial input.
- Rebranded LMWR (new logo and stationery).
- Shot and edited team headshots and promo video.

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### **EDUCATION**

2010 – 2014

## **Bachelor of Arts in Media Studies & Diploma in Digital Communication,**

with Distinction

University of Guelph-Humber  
Toronto, ON.

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### **ACHIEVEMENTS**

"Safe in the City" App Design Competition, Special Mention:

**"Interesting graphic, unexpected, creepy in a good way. Very good understanding of the brief."**

– OpenBrand Judges, 2016

Emerge Magazine

## **2015 Crown Award for Overall Excellence**

Columbia Scholastic Press Association

- As part of a small creative team re-branding the University magazine, I was in charge of design & layout of the Branded Content section.