

Dustin Cordeiro

Graphic Designer



PHONE: (647) 871-3878

EMAIL: dustincordeiro@gmail.com

WEBSITE: dustincordeiro.com



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. Ready to make a valuable impact.

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

WORK EXPERIENCE

Digital Production Designer

– Craft Worldwide

May 2022 – Present

Toronto, ON

- Responsible for graphic design and creative layout of mechanicals, presentations, web and other marketing production materials for Amazon Prime Video.
- Works closely with the creative teams to develop print, OOH, presentations and advertising campaigns.
- Supervises mid-level designers and junior designers.

Senior Digital Designer

– The Other End Inc.

Oct. 2019 – March 2022 (2.5 yrs)

Toronto, ON

WORK: vphouse.ca
theotherend.ca
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 of 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

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

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, Webflow).

EDUCATION

2010 – 2014

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

with Distinction

University of Guelph-Humber

Toronto, ON.

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.