

# 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 strong passion for purposeful branding and empathy-driven design. 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

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## WORK EXPERIENCE

### Digital Production Designer

– Craft Worldwide

May 2022 – Aug 2022

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

WEB DESIGN

[vphouse.ca](http://vphouse.ca)

WORK:

[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 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 Graphic Designer

– d-co.

2015 – Present (7 yrs)

Toronto, ON / Melbourne, AU

- Recent Clients (2022): Dove, Unliver, Oliver Agency, McCann Craft, Wellington-Altus Wealth Management.
- Direct communication with clients to discover the best visual identity (logo and branding) for their business.
- Web design (Adobe XD, WordPress, WIX).

## 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.

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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.

2022

#### Learn UI Design

Erik D. Kennedy (Teachable)

Online

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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.