



DAYNE THOMPSON

CREATIVE DESIGNER

ABOUT

Creative Designer with over a decade of experience in developing impactful branding, dynamic digital assets, and engaging marketing materials. Skilled in solving complex design challenges through innovative, results-driven solutions. Proficient in the latest design tools with a strong focus on staying ahead of industry trends to deliver visually compelling work that elevates brands and captivates audiences.

CONTACT

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RGD Registered RGD

SKILLS & EXPERIENCE

- UI/UX Design
- InDesign
- Photoshop
- Illustrator
- Premiere Pro
- Microsoft Office
- Mail Chimp
- Figma
- Brand Design
- Packaging Design
- Project Management
- Print Production
- Social Media Management

EDUCATION

- **Advance diploma in Graphic Design**
Seneca Polytechnic | North York, ON
2023 — Present
- **Diploma in Customer Service**
University of Trinidad & Tobago (UTT)
2011 — 2012
- **BSc in Information Systems**
University of Trinidad & Tobago (UTT)
2009 — 2012



WORK EXPERIENCE

Creative Designer

Oct 2024 — Present

Sign Network Architectural Products Inc. | Newmarket, ON

- Creating high-quality, innovative designs for social media, marketing materials, brochures, and promotional content.
- Redesigning, developing, and maintaining the company website to ensure a user-friendly, visually appealing, and professional online presence.
- Revamping branding kits, enhancing logos, and maintaining consistent brand guidelines across all communications.
- Consulting with clients to determine creative needs, developing graphic elements, and producing impactful 2D vector illustrations tailored to their objectives.
- Capturing, cleaning up, and maintaining employee photos, badges, and other visual assets to align with the company's branding.

Graphic Designer | UI/UX Designer

Dec 2015 — Oct 2024

AppNerd Inc. | North York, Toronto, ON

- Designed & developed over 200 basic, ecommerce and booking websites.
- Completed a number of projects including website UI/UX designs, logo design, print & digital media.
- Designing & creating collateral material such as catalogues, brochures, print & online ads, signage, & some product packaging.
- Led the end-to-end design process for multiple high-impact marketing campaigns and design projects, resulting in 60% increase in customer engagement and sales.
- Developed numerous corporate identity packages, which increased customers' brand recognition by 30%.

Graphic Designer

Jun, 2023 — Dec, 2023

Abbott of England | Black Creek, Toronto, ON

- Deliver creative design solutions and executions in print, packaging and digital design for a wide range of professional products.
- Managed all design projects including marketing brochures & client jobs.
- Designing & creating collateral material such as, but not limited to, catalogues, brochures, print & online ads, promotional materials, tradeshow signage, & product packaging.
- Develop visual content for the website, social media, & other digital channels.
- Designing and creating email campaign art in support of promotions & specials.



LANGUAGES

English
Native

French
Beginner

Italian
Beginner