

## Professional Summary

Creative Director with 10+ years' experience leading creative teams, delivering integrated campaigns, and strengthening brand identities across digital, print, and experiential platforms. Praised for clear and accessible communication and design. Proven track record of increasing engagement, improving brand message clarity, mentoring high-performing teams, and aligning creative strategies with business goals.

## Skills

- Creative Direction, Art Direction, Brand Strategy and Development
- Team Leadership, Cross-functional Collaboration
- Graphic Design, Campaign Development, Digital Marketing, Illustration
- Adobe Creative Suite (Photoshop, Illustrator, InDesign, After Effects)
- Figma, Sketch, Microsoft Office, Google Workspace
- UI/UX & Product Design Optimization

## Professional Experience

### ***Creative Director | Paris Orthotics Ltd. | Vancouver, BC | 2022–Present***

- » Directed a 5-person cross-functional team, leading brand identity and marketing initiatives for both healthcare professionals and clinical retail markets
- » Increased digital engagement by 22% and brand recognition by 78%
- » Streamlined creative review processes, increasing project completion rates by 65%
- » Mentored junior designers, content creators, and digital marketing coordinators
- » Optimized company wide communication and efficiency through process mapping and training infographics (documents and video)

### ***Creative Lead | GreenPlanet Wholesale | Surrey, BC | 2020–2022***

- » Directed national and international advertising campaigns, delivering cohesive creative across print, digital, and events
- » Mentored designers in brand identity, design principles, and software skills, improving team efficiency and creative output
- » Delivered a broad range of projects across print, digital, and experiential channels, strengthening brand visibility.

### ***Graphic and Digital Designer | GreenPlanet Wholesale | Surrey, BC | 2019–2020***

- » Sculpted branding and packaging campaigns for products
- » Contributed to brand identity optimization and application across multiple digital and physical platforms, including video and stationary content
- » Created print materials including catalogues, brochures, apparel, tradeshow booths, signage, and vehicle wraps
- » Developed digital and video assets to support vendor partnerships and brand storytelling

# Creative Director | Artistic Lead | Brand Manager

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## Education

### **BA (Hons) in Visual Communications, Bachelor of Design**

Munster Technological University and Crawford College of Art + Design

– Cork, Ireland

## Select Creative Projects Highlight

### ***Corporate Identity Revival – Paris everyBODY – (2022 - Present)***

Redesigned Paris Orthotics Ltd.'s brand architecture to clarify differentiation between its Lab Manufacturing division and Clinical Retail arm, resulting in stronger market positioning and customer clarity

### ***Founder & Creative Director of Romance Is Dead Apparel – (2022 - Present)***

Established and scaled an independent apparel line, overseeing creative direction, product design, marketing, and e-commerce. Achieved measurable growth in sales and online engagement through targeted campaigns

### ***Visual Identity & Catalogue Creation - GreenPlanet Wholesale – (2021)***

Developed a new visual identity and produced a 1,200+ product print and digital catalogue, strengthening vendor partnerships and improving brand perception across wholesale and retail markets

## References

Available upon request.

## Portfolio

[www.ellendalydesign.com](http://www.ellendalydesign.com)