

## Professional Summary

Creative Leader with 5+ years' experience leading creative teams. Actively working for over 10 years 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, Canva, Microsoft Office, Google Workspace
- UI/UX & Product Design & Optimization

## Professional Experience

### ***Creative Lead | 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 info-graphics (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, trade show booths, signage, and vehicle wraps
- » Developed digital and video assets to support vendor partnerships and brand storytelling

## Education

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

Munster Technological University and Crawford College of Art + Design

– Cork, Ireland

## PORTFOLIO HIGHLIGHTS

### *Corporate Identity*

As a creative leader, I see corporate identity as more than just design—it's a cohesive expression of your brand's values, mission, and personality. A well-defined corporate identity builds trust, establishes a memorable presence, and communicates credibility and professionalism.

### *Strategic Campaign Design*

Over the years, I've seen the transformative power of a well-crafted promotional campaign. In today's fast-paced digital landscape, standing out isn't just an option; it's essential. My mission is to help brands capture attention, spark conversation, and foster lasting connections with your audience.

### *Custom Brand Illustration*

In today's competitive digital landscape, custom brand illustrations are more than just eye-catching visuals, they're a powerful branding tool that helps your business stand out, communicate clearly, and connect emotionally with your audience.

### *Editorial Design*

In today's marketing world, editorial design plays a crucial role in shaping how audiences engage with information. Beyond simply arranging text and images, it establishes a visual hierarchy that guides readers through content with clarity and intention.

### *Event Support*

Visual assets are essential for effective corporate event support because they establish a cohesive and professional brand presence that attracts and engages attendees.

### *UX & UI App Development*

Apps are a great way to connect and lead users through your brand and services. Usability, legibility, and brand identity play a key role in creating a functional and effective application.

### *Video Creation*

When creating videos for corporate brand messaging, maintaining a clear and consistent visual style is essential to building recognition and trust. Engaging visuals capture the audience's attention and help communicate complex ideas quickly and memorably.

## Portfolio

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