

PROFESSIONAL SUMMARY

Senior creative leader and multidisciplinary designer with 8+ years of experience translating complex business objectives into scalable, highly crafted brand experiences. Experienced in developing and evolving visual identities, integrated campaigns, responsive websites, and design systems across digital, print, retail, social, and experiential channels. Combines strategic creative direction with hands-on execution across web design, visual storytelling, photography and video direction, content development, packaging, and branded collateral. Recognized for strengthening brand consistency, improving creative workflows, mentoring contributors, and communicating design decisions effectively to leadership and cross-functional partners. Brings a systems-oriented approach that balances brand expression, usability, craft, and business performance.

EDUCATION

Bachelor of Arts (Hons), Visual Communications

Munster Technological University and Crawford College of Art & Design, Cork, Ireland

SKILLS

- Creative Direction, Art Direction & Creative Strategy
- Brand Identity & Brand Development
- Brand Systems & Marketing Design Frameworks
- Team Leadership, Project Management & Cross-functional Collaboration
- Photography and Videography Direction
- Graphic Design, Editorial Design, Illustration
- Responsive Web Design
- Campaign Direction & Campaign Development
- Growth-Focused Design and Marketing
- UI/UX, User Flows & Technical Product Design

WORKFLOW TOOLS

- **Design:**
Adobe Creative Suite, Figma, Canva
- **Web:**
Wix Studio, WordPress, Elementor
- **Productivity:**
Google Workspace, Microsoft 365
- **Project Management:**
Asana, Notion, Monday.com, Slack
- AI-Assisted Creative Workflows
- Generative AI
- Wireframing, User Flows, and Usability Reviews

PROFESSIONAL EXPERIENCE

Brand Manager | Paris Orthotics Ltd. | Vancouver, BC | 2022–Present

- Led cross-functional brand, campaign, digital, and environmental design initiatives across multiple customer audiences
- Built scalable brand frameworks that supported consistent storytelling across customer-facing platforms and experiences
- Increased digital engagement through visually optimized campaigns across web, print, environment, and marketing channels
- Designed and built digital products such as Apps, Progressive Web Apps, and Websites
- Streamlined creative processes by 65%, increasing project completion rates and overall deliverable quality
- Directed designers, photographers, videographers, outsourced partners, content creators, and marketing coordinators
- Enhanced company-wide communication by creating process maps, educational decks, on-boarding presentations, and training materials

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

- Directed national and international advertising campaigns across digital, video, print, social, and event channels, ensuring cohesive brand execution
- Lead and executed annual product catalogues for multiple brands within the GreenPlanet brand house
- Guided designers in brand identity, design principles, and software proficiency, strengthening team efficiency and creative output while reducing project timelines and improving the overall quality of deliverables
- Directed photographers, animators, and content creators to achieve high quality, cohesive creative collaterals
- Built scalable brand systems that enhanced product visibility and reinforced brand recognition across packaging, promotions, and campaigns in both digital and physical spaces
- Achieved and exceeded company business objectives by delivering consistent and high standard marketing campaigns and visual assets

PORTFOLIO

www.ellendalydesign.com

OTHER RELEVANT EXPERIENCE

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

- Evolved and applied the brand identity across print, web, video, packaging, and environmental design.
- Designed multi-channel visual assets for web, print, retail, events, and campaign marketing
- Created catalogues, brochures, signage, trade show assets, and digital campaigns for product and brand marketing
- Applied brand identity consistently across packaging, web, promotional, and video content

Store Manager | SELECTED FEMME/HOMME | Cork, IRL | 2016–2018

- Led visual merchandising and seasonal floor-set execution, translating global campaign direction into cohesive window displays, product presentations, signage, and in-store customer experiences.
- Partnered with the SELECTED FEMME/HOMME head office in Denmark to implement international brand standards, campaign assets, and merchandising guidelines while adapting execution to the local market.
- Managed daily store operations, team scheduling, coaching, product knowledge, and service standards to support sales performance and deliver a consistent premium fashion retail experience.
- Monitored sales trends, inventory levels, customer feedback, and product performance to refine merchandising decisions, prioritize key collections, and maintain an organized, commercially effective store environment.

MY WORK STYLE

- Builds and evolves scalable brand systems, visual standards, and reusable design patterns that create consistency across marketing, product, web, and physical experiences.
- Translates business strategy and complex ideas into clear, distinctive, and audience-focused creative direction.
- Balances strategic brand leadership with hands-on execution across visual identity, campaign development, responsive web design, content creation, and production.
- Collaborates with leadership, marketing, product, engineering, agencies, and external partners while clearly communicating the rationale behind creative decisions.
- Uses Figma, Adobe Creative Suite, prototyping, and AI-assisted workflows to accelerate creative exploration, improve production efficiency, and maintain a high standard of craft.
- Leads through ownership and collaboration by mentoring contributors, reviewing creative work, providing actionable feedback, and continuously refining brand and digital experiences.

PORTFOLIO HIGHLIGHTS

- **Increased campaign engagement by 56% across web and digital channels.**
[STRATEGIC CAMPAIGN DESIGN](#)
- **Directed 6 contributors and 2 external partners across product, user experience, and user interface design.**
[UX AND UI DESIGN - Paris PODSCAN](#)
- **Reduced average creative turnaround time by 25% by introducing reusable templates and clearer approval processes.**
[CORPORATE IDENTITY - Brand Systems and Frameworks](#)
- **Strengthened brand recognition and visual consistency through the development of a custom illustration library.**
[CUSTOM BRAND ILLUSTRATION](#)
- **Improved customer education materials, reducing related customer service inquiries by 72%.**
[VIDEO CREATION](#)