



LYANA HAJSALEH

Enthusiastic, creative, and detail-oriented **graphic designer** and **art director** with over four years of professional experience. Providing **multidisciplinary** and **holistic** creative solutions across multiple industries.

EDUCATION

Advertising & Graphic Design

Humber College
2017-2019

Advertising & Marketing

St. Clair College
2013-2016

AREAS OF EXPERTISE

Brand Identity
Graphic Design
Art Direction
Layout Design
(Various Mediums)
Template Design
(Various Mediums)
Content Creation
Website Design
Email Marketing

TECHNICAL SKILLS

Adobe Creative Cloud

(InDesign, Illustrator, Photoshop)

Affinity Creative Software

(Publisher & Designer)

Microsoft 365 suite

(Word, Excel, PowerPoint)

CRM Platforms

(HubSpot & MailChimp)

CMS Platforms

(WordPress, Wix, Showit)

INTERPERSONAL SKILLS

Team Leadership
Communication
Teamwork
Time Management
Attention to Detail
Ability to work under pressure

WORK EXPERIENCE

Design Workshop Architects

Graphic Designer & Marketing Coordinator
October 2021-Present

Played a significant role in executing companies new brand identity. Responsibility included developing brand assets, such as logo design and glyphs, marketing templates for various mediums, and stationary on multiple mediums and materials.

Developed and executed additional brand identity and website design for sister companies (**Future Workshop & SpaceFrame**).

Assisting Business Development and Marketing team with preparing proposals and marketing credential packages, content creation of email marketing and social media, event preparation and website maintenance.

After Class Studio

Brand & Web Designer

October 2020-Present

Managing the day-to-day operations of a freelance brand and website design business that aims to craft brand identity and content development for small lifestyle businesses and creative entrepreneurs.

Developing brand strategies from conceptualization to execution of design by providing clients with brand materials and assets, including creative direction, logo designs, mockups, typography suites, colour pallets, and photography direction.

Mixtape Creative Agency

Art Director Intern

June 2019-September 2019

Managed multiple branded content projects simultaneously in a fast-paced environment, partnering with a copywriter and the marketing department to develop creative brand awareness content for different mediums, including online advertising and outdoor posters.

Maintained organization and an efficient workflow by creating social media content calendars for multiple brands across various industries.

VOLUNTEER

CANstruction Toronto (Annual Charitable Event)

Committee Member

February 2023-May 2023

Created graphic collaterals for over 20 participating teams, such as signage, brochures, and presentations.

Assisted with marketing efforts such as social media content creation and coordinating with a public relations firm to develop a press release for the award ceremony and competition event.