

kate karfilis

A Toronto based **Graphic Designer** bringing ideas to life through thoughtful concepts and creative design. With experience across a variety of design mediums, I've worked with all kinds of clients from beer brewers to home builders and everything in between. I'm always looking for that next design challenge.

EDUCATION

OCAD University (2014 - 2017)

Bachelor's Degree in Graphic Design

Centennial College (2013 - 2014)

Art & Design Certificate

DESIGN RELATED SKILLS

- Visual identity
- Social media
- Publication/layout
- Out of home ads
- Packaging
- Email newsletter
- Concept development
- Motion graphics
- Production management
- Illustration
- Website design

EXPERIENCE

Feb 2022 – Present

Lead Graphic Designer

Indalma Creative

Working collaboratively as part of a team of copywriters, photographers, web developers and other key roles, to exceed client expectations and meet project end-goals. Role responsibilities include leading projects, executing design, maintaining direct client relationships and managing production/final submission of deliverables.

May 2021 – Feb 2022

Graphic Designer

Freelance

Working with businesses, entrepreneurs and motivated individuals in a wide variety of artful mediums such as branding, web design, custom illustration, wedding design and so much more.

Feb 2019 – May 2021

Graphic Designer

Au Lit Fine Linens

As part of the web and design department, day-to-day consisted of working on OOH campaigns, print and digital ads, weekly e-newsletters, social media graphics, print & digital assets and in-store signage.

Aug 2017 – Jan 2019

Graphic Designer

C5 Group Inc.

Part of the in-house design team, creating content for C5 group's three offices located in Toronto, New York and London. Worked on a variety of design applications for branded events/conferences, such as event branding, brochures, digital ads, social media graphics, postcards and signage.

