MARIDA WATERS

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GRAPHIC DESIGN

As a creatively practical Graphic Designer, I am interested in working alongside you, and combining my new interactive and digital design skills with my nearly 20 years of design experience. I will be able to make a unique contribution by adding value through the discovery of progressive and useful design solutions.

Notable Achievements

- **Team Lead for Algonquin Client Project** – For our client, the CHEO Research Institue, I helped to ensure their two motion design videos were produced on schedule and efficiently.
- **Elevated the corporate presence** – Suggested the need for, created and maintained, a visual style guide and template series, resulting in consistent branding.
- **Independently increased efficiencies** – Saved hours of time and brought value to the production process by creating and maintaining a design project database.
- **Initiated changes resulting in financial savings** – I have often suggested certain changes, resulting in cost savings at the printing and mailing stages as well as having a positive environmental impact by using less (or no!) paper.

Technical Skills

	introductory skills growing familiarity	long-term skills extremely proficient in
Graphic Design		
Adobe InDesign	● ● ● ● ● ● ● ● ● ● ● ● ● ● ●	○
Adobe Illustrator	● ● ● ● ● ● ● ● ● ● ● ● ● ● ○	○
Adobe Photoshop	● ● ● ● ● ● ● ● ● ● ● ● ● ● ○	○
Adobe Acrobat	● ● ● ● ● ● ● ● ● ● ● ○ ○ ○ ○	○
Motion Graphics and Video		
Adobe Animate	● ● ● ● ● ○ ○ ○ ○ ○ ○ ○ ○ ○ ○	○
Adobe After Effects	● ● ● ● ● ● ○ ○ ○ ○ ○ ○ ○ ○ ○	○
Adobe Premiere	● ● ● ● ● ● ● ● ● ● ● ○ ○ ○ ○	○
Final Cut	● ● ○ ○ ○ ○ ○ ○ ○ ○ ○ ○ ○ ○ ○	○
Web Design and Programming		
developing wireframes	● ● ● ● ● ● ● ● ● ● ● ● ● ● ●	○
creating prototypes	● ● ● ● ● ● ● ● ● ● ● ● ● ● ●	○
responsive web design	● ● ● ● ● ● ● ● ● ● ● ● ● ● ○	○
HTML	● ● ● ● ● ● ● ● ○ ○ ○ ○ ○ ○ ○	○
CSS	● ● ● ● ● ● ● ● ○ ○ ○ ○ ○ ○ ○	○
javascript	● ● ● ○ ○ ○ ○ ○ ○ ○ ○ ○ ○ ○ ○	○
WordPress	● ● ○ ○ ○ ○ ○ ○ ○ ○ ○ ○ ○ ○ ○	○
SASS	● ● ○ ○ ○ ○ ○ ○ ○ ○ ○ ○ ○ ○ ○	○
PHP	● ● ● ○ ○ ○ ○ ○ ○ ○ ○ ○ ○ ○ ○	○
Adobe Dreamweaver	● ● ● ○ ○ ○ ○ ○ ○ ○ ○ ○ ○ ○ ○	○

Work Experience

Graphic Designer October 2017 - present
contract with Environment and Climate Change Canada, Ottawa

- finalized the layout and re-established the branding for a series of publications, using InDesign
- worked in AEM (Adobe Experience Manager) and HTML to format new and existing web pages

Graphic Designer May 2015 - March 2016
contract with Department of National Defence, Ottawa

- designed a variety of items including floor banners, a small newspaper, posters, web and video images, and PPT slides
- worked alongside a team of designers, sharing projects and balancing deadlines
- responsible for creating templates in Illustrator, Word and PPT, following specific branding guidelines

Graphic Designer February - April 2015
contract with Environment and Climate Change Canada, Ottawa

- layout and formatting of large reports in InDesign; working with Excel and Illustrator to manipulate and reformat graphs
- ensured requested changes were made, and proofs provided until we arrived at sign-off

Graphic Design Specialist 2005 - 2014
Layout Artist 2000 - 2004
Canadian Nurses Association, Ottawa

- design of numerous projects including posters, logos, brochures, floor and building banners, web imagery, and publications
- my responsibilities extended to every step of the production process, from discussions with clients to pre-press, and setting up and maintained branding guidelines
- balanced a wide variety of projects and deadlines at once, working alongside editors, translators, clients, web masters and printers

Graphic Designer 1998 - 2000
Design support – Ottawa Business Journal, Capital Xtra

- often within very tight timelines, I was responsible for the design of numerous ads, and for ensuring all changes were completed

Production Artist/Junior Designer 1998
Archaemedia, Ottawa

- worked within a small team, preparing images and finalizing pre-press for various print and web projects

Education

Interactive Media Management – *Algonquin College*
January - August 2017

On-line web and motion graphic courses – *Lynda.com*
2014 - present

Graphic Design – *Algonquin College*
1996 - 1998

Illustration – *Sheridan College*
1989 - 1991