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| **416-333-8643** |
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**Courtney Lunn**

**GRAPHIC DESIGNER • MARKETING MANAGER**

**Professional Summary**

Creative and enthusiastic graphic designer with 10+ years of progressive creative agency and B2B experience, including marketing, social media management, administration, and multi-media production. Professional and organized, with a passion for challenges and problem solving. History of effective teamwork and flexibility to lead teams and companies to continued success.

**Areas of Expertise**

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| Adobe Illustrator | Adobe Premiere | Klaviyo | Figma |
| Adobe InDesign | Google Workspace | Mac OS | Social Media |
| Adobe Photoshop | Hootsuite | Microsoft Office | Windows OS |
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**Professional Experience**

**Senior Graphic Designer and Product Designer| Katalyst Licensing and Promotions|** Jan 2023 -Feb 2024

***Created and developed products and packaging for house-wares and print for licensed intellectual properties, golf courses, and university and colleges across Canada.***

* Leveraged expertise in colour and material design to support the creative design and construction of hand crafted house-ware and print items for 40+ clients, including over 25 Canadian universities and colleges, and intellectual property clients such as Disney, Star Wars, Mattel, and Warner Brothers
* Designed 75+ approved products for Disney, Star Wars, Mattel, and Warner Brothers properties while adhering to each partner’s brand guidelines
* Implemented 25+ new templates for products to streamline process for faster digital mock-up and production file creation
* Created a system for the design team and in-house production to communicate efficiently and finish orders on schedule
* Collaborated with sales to create presentations for meetings to pitch new products and designs to prospective clients
* Created images for Amazon Marketplace product listings while maintaining Amazon seller guidelines and image requirements
* Coordinated with project managers, local production crew, and overseas manufacturers to maintain quality products and advertisements across multiple sales and social media platforms
* Managed revisions and approvals on product mock-ups with competing deadlines and tight turn-around times, including prioritizing across teams such as production and sales, to ensure all orders are completed in a timely manner

**Senior Graphic Designer and Marketing Lead | Oliver’s Labels|** Feb 2016 -Jan 2023

***Reporting to the Creative Director, this role entailed creating new designs for e-blasts, advertisements, and products. I also managed all social media accounts and newsletters.***

* Produced 65+ label and decal designs based on changing client needs and direction from the Creative Director and management, ensuring that they met all format requirements
* Ensured specifications met guidelines for each department individually
* Coordinated with sales team on disseminating ads and ensuring accuracy in a timely fashion
* Designed and managed an e-blast and newsletter campaigns in Klaviyo including scheduling sends and generating reports, to a database of over 130,000 customers. Created templates for 15 sales types and chose scheduling times based on industry best practices
* Ensured website accuracy by coordinating between different departments, including coordinating translation
* Worked frequently with high profile clients such as Staples and Amazon Marketplace
* Triaged issues, including frequent platform requirement changes, and provided solutions to issues to encourage a positive experience with Oliver’s Labels
* Provided customer support for Staples orders to ensure optimal output of final designs and custom orders

**Freelance Work | Legislative Assembly of Ontario|** Oct 2017 -Nov 2018

***Coordinated with the Parliamentary Protocol and Public Relations department to develop graphics for LAO digital and print projects, advertising, and social media. Worked with the department to ensure I understood the nature of a non-partisan environment and the impact that has on colour and design choices.***

* Developed 20+ vector assets of the Ontario Legislative building, Speaker and Pages of different genders and ethnicities, and more still used by the LAO social media today
* Designed LEGO Speaker Dave Levac for the “-Brick by Brick-”: Building a Parliament project showcased ON CP24 and CTV News
* Designed a bilingual front cover for the Legislative building’s 125th anniversary kids activity pop up card

**Graphics Department Manager | DVI Lighting|** Oct 2013 -Feb 2016

***Coordinated with production, sales, and the graphics team to create print and web assets for the company while meeting brand standards.***

* Spearheaded six showcase catalogues and five supplements and new branding for use across print and web media for the company while meeting brand standards
* Coordinated with the sales team to ensure accuracy across multiple projects, including specs, brand guidelines and policies
* Project managed the sales and production team’s creation of new themes for the US showroom each year including window front display, posters, product tags, and other signage
* Collaborated with the manufacturing team to ensure accuracy with sales information
* Communicated with the web team to ensure accuracy of online sales information and product details
* Updated the online catalogue and parts ordering portal for external partners

**Education**

**Certificate: Google Cybersecurity Professional (Ongoing: 88% completed) 2023-Present**

*Online Training: Grow with Google –* ***Current grade average of 94.37%***

**Diploma: Digital Media Arts 2008-2010**

*Seneca College, Toronto, ON*

**Certificate: Art Fundamentals 2007-2008**

*Seneca College, Toronto, ON*

**Awards**

**Seneca College: Alumni Media Awards 2010**

*Excellence in Video (Won)*

*Excellence in Digital Arts (Nominated)*

**Seneca College: John Small Memorial Award 2007**

*For Academic Excellence*