

LENORE RAMIREZ

Toronto, ON • (226) 972-9298 • lenoremakes@gmail.com • www.lenoreramirez.com

CREATIVE, COLLABORATIVE & COMMITTED GRAPHIC & BRAND DESIGNER

Over half a decade's worth of building brands with compellingly creative design and delightful illustrations and experience in the cannabis, tech, and printing industries. Known to be a great collaborator, thriving independently and in teams. For fun, enjoys tending to over 50 plants, a tuxedo cat named Mona, and a sourdough starter named "Matthew Breadarick." Loves nurturing things and watching brands grow.

HIGHLIGHTED EXPERIENCE:

AMPLE ORGANICS

Brand Designer Feb 2018 - Apr 2020

- Reporting to VP of Marketing, acted as design lead on marketing team of 3 for one of LinkedIn's Top 2019 Startups and The Globe and Mail Canada's Top Growing Companies list
- Played a key role in company website redesign, included building an expanded colour palette and over 35 custom illustrations
- Responsible for logos, brand guidelines, ads, print/web collateral, presentations, social media graphics, environmental designs, educational materials, vendor management, and more

LAWYERDONEYDEAL CORP. (LDD)

Visual Designer Aug 2017- Feb 2018

- Acted as company design lead to redesign LDD's webapps and products, worked cross-departmentally with legal, product, and marketing teams to design various platforms
- Responsible for all other digital design work including presentations, illustrations, logos, graphics, web banners, etc.

NASCENT DIGITAL

Graphic Designer Mar 2017- Jun 2017

- Working independently, created marketing collateral including banners, business cards, stickers, swag, brochures, game graphics, and presentation decks
- Created assets to support ongoing agency projects including Nascent, TELUS, and Carmoji

FREELANCE DESIGN

Graphic/Brand Designer/Illustrator 2012 - Present

- Outside of full-time work, take on a handful of branding and illustration projects handling design, concept development, and art direction
- Selected clients: Maple Health, EQUA, Cannavolve, Horang-i Beverage Inc., Birth Smarter, Toronto Cat Rescue

SKILLS:

Graphic Design
Art Direction
Branding
Illustration
InDesign
Photoshop
Illustrator
Powerpoint/Keynote

EDUCATION:

Arts and Business
Honours Co-op:
Fine Arts w/
Digital
Communication
Specialization -
University of
Waterloo

AWARDS:

Values Award for
Growing Together:
Ample Organics

Highlighted UI/UX
Design Project for
EventVibe:
Brainstation

JHM Award for Best
Illustration:
Canadian University
Press