



MAUREEN BARLOW

GRAPHIC & WEB DESIGNER

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Q: What does toxicology have to do with graphic design & web development?

A: Not much, except that I have graduated from post-secondary programs in all three disciplines. A lab rat-turned-designer-turned-entrepreneur, I have found my calling as an accomplished graphic/web designer with 10+ years experience creating marketing solutions for business leaders in both print & online media. Looking for an intermediate to senior in-house design position where I will add value to your team by creating unstoppable brand identities for your company and clients.

TOP DESIGN SKILLS:

- Strong concept generation resulting in successful branding & marketing material for print & digital
- Solid Art Direction extending across various touch points
- WordPress customization, HTML & CSS
- Expertise in typography & structuring of layouts
- Custom content creation & image retouching
- Working knowledge of responsive design, UI & UX



PERSONAL STRENGTHS:

- Exceptional client relations garnering repeat business
- Attentive listener with high attention to detail
- Works collaboratively & independently with integrity
- Lateral thinker & problem solver
- Trustworthy & dependable
- Strong ability to multi task with positive attitude
- Sense of humour but no sense of smell

KEY PROGRAMS & SOFTWARE:

Adobe Photoshop CC ■ Illustrator CC ■ InDesign CC ■ Dreamweaver CC ■ Acrobat Pro ■ Adobe XD ■
WordPress ■ CSS3 ■ HTML5 ■ Mailchimp ■ WooCommerce ■ MS Office ■ GoogleDocs ■ GoogleAnalytics

PROFESSIONAL EXPERIENCE:

Pixels & Prose - Cofounder, Graphic Designer, WordPress Web Designer

2013-Present

- Overhauled many static websites through project management, design & implementation of responsive technology based on customized WordPress frameworks using HTML, CSS & php. Increased audience engagement by producing & adapting original content in order to simplify & humanize the web experience.
- Collaborated with lead copywriter & photographers to create high-converting websites. One was boasted by a client's sales department to be their "number one marketing tool".
- Designed original logos & produced quality marketing collateral for a diverse set of startups allowing them to compete with much larger & established businesses.
- Harnessed the power of social media marketing by designing, producing & distributing quarterly e-newsletters incorporating original blog posts & branding Twitter, LinkedIn & Facebook accounts as part of client's marketing initiative, thereby increasing their online presence.
- Designed & developed a WooCommerce site which implemented a booking & payment system for instruction modules, incorporating volume discounts & coupon use.
- Delivered training seminars to business owners & key employees in the use & maintenance of WordPress & content creation.
- Presented Seminar to Professional Writer's Association of Canada (PWAC) on Modern Methods of Collaboration.

Current Graphics Studio - Owner, Graphic & Web Designer

2009-2013

- Designed high quality digital & print graphics for small to medium-sized businesses (logos, business cards, stationery, brochures, newsletters, info graphics, presentations, advertisements, and websites) by using Adobe Illustrator, Photoshop, InDesign, Dreamweaver, HTML, CSS to ensure consistency of branding across various touch points.
- Project managed & art directed via client meetings to determine the business objectives & project requirements. Gathered data through external research & developed best plan of action to meet client goals. Estimated the approximate material costs & time required to complete the work & created work back schedule & presented proposals to clients.
- Created sketches, layouts & graphic elements including wire frames to convey user inter activity & mock ups for client presentation using traditional tools & design software or adapted existing illustrations &/or photographs to support the design objective thereby reducing costs.

Corporate Visuals Inc. - Graphic Designer

1999-2001

- Designed branding & packages, created mock ups, performed occasional production artist duties for clients including Christie, Nabisco, Schering-Plough, Kraft, Heinz

Other positions held: LCBO Customer Service Rep, Administrative Assistant in Real Estate Office and Lab Technician



EDUCATION:

Certificate in Webmaster Content Site Design

Completed with Honours

Seneca College

3 Year Certificate in Graphic Design

Received the Jennifer Stellings Award for Excellence in Student Design

George Brown College

HBSc. Specializing in Toxicology

University of Toronto



PROFESSIONAL DEVELOPMENT:

Coding for Designers

Aquent Gymnasium, Toronto, ON

Building Info graphics in Illustrator

Creative Live- Jason Hoppe, Seattle, WA

Redesigning Your Website or Blog in WordPress

Creative Live- Janine Warner, Seattle, WA

WordPress for Web Designers

Creative Live - Erik Fadiman, Seattle, WA

Adobe Dreamweaver CS3

Servitor Training Services, Toronto, ON

Adobe Photoshop CS3 Part I & II

Toronto Image Works Institute (TIWI), Toronto, ON



VOLUNTEER WORK:

Print & Digital Promotional Material for "Common Ground"

2016

Toronto Fringe Festival 2016 Play

Swim Team Logo & T-shirt design; Poster designs for Fun Fair

2009, 2011, 2014

Our Lady of Sorrows School

Art Director for monthly "Bulletwin" Newsletter

2009-2011

Toronto Parents of Multiple Births Association (TPOMBA)



THANKS!

Thanks for taking the time to read about my comings & goings.
Please visit maureenbarlow.ca to view my complete portfolio.