

CRAIG BEATTY

GRAPHIC DESIGNER AND ILLUSTRATOR

EDUCATION

Arts & Science Honours Bachelors Degree from Lakehead University

- Media, Film and Communications program
- Multiple Dean's List recognitions
- Graduated with First Class Standing
- Graduated with Honours

Graphic Design 3-year Advanced Diploma from Georgian College

- Multiple Dean's List recognitions
- Graduated with Honours

Art and Design Fundamentals Diploma from Georgian College

SOFTWARE SKILLS

Print and Digital Design

- Mac & PC environments
- Adobe Creative Suite 6
- Illustrator
- InDesign
- Photoshop
- Premiere Pro
- Acrobat
- After Effects
- Microsoft 365
- HTML / CSS
- WordPress

DESIGN SKILLS

Able to work in fast paced environments collaboratively as part of a team of designers or individually to create, present and install promotional material for a client.

Skilled in designing layouts and concepts for identity/branding packages, editorial and advertising spreads, packaging, and web/new media; all while employing the principles of design.

Strong understanding of print production and preflighting.

Email: craigbeatty@outlook.com

Website: www.craigbeatty.ca

Comprehensive knowledge of video editing and animations.

Knowledgeable in manipulating three dimensional packaging within a two dimensional program.

Highly creative when handling multiple projects while meeting tight deadlines and maintaining accuracy.

Strong understanding of photo manipulation, editing, and resizing technically and creatively.

In depth knowledge of design concepts including layout, colour, and typography in a multitude of advertising, editorials, spreads, and web.

Able to identify client's needs while following brand policies and guidelines.

WORK EXPERIENCE

UCA Branding

Graphic Designer (2019-2020)

Responsible for designing, pre/post production, and implementing an assortment of works from a range of media types. I was hired from an internship while in college.

- Helped long-term clients advertise new and existing products and services.
- Designed materials for clients undergoing rebranding.
- Recreated and designed stationeries for clients.
- Designed signage for client's events and trade shows.

Thomson Terminals

Seasonal (2018-2022)

Worked during summer and assisted with a variety of tasks from a range of positions within the company.

- Helped with the filing of documents related to receiving and shipping of deliverable goods to and from clients.
- Assisted with the inventorying of goods.
- Responsible for maintaining a logistical facilities interior and exterior everyday functioning.

Freelance

Graphic Designer & Illustrator.

Responsible for creating various visual needs for clients, including; animated overlays, digital banners, and illustrations.