

# Adelaide Lo

http://adelaidelo.com

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## Skills Summary

- Always challenging myself to think outside of the box by using an artistic sensibility
- Energetic and always motivated to use my creativity for all sorts of design projects.
- Enjoy developing and maintaining lasting relationships with clients by communicating effectively.

## Employment Experience

- Magazine Layout Artist/Graphic Designer** - Merit Education Inc. **2012 Feb – Present**
- Creatively arrange the text and photographs into the space to create a specific appearance for each page in order to highlight the articles and stories.
  - Estimate costs of materials and time to complete graphic designs.
- Graphic Designer** - Business and Office Centro Inc. **2011 Sept – 2012 May**
- Created brand identity for major companies (logo, letterhead, business cards).
  - Produced online promotional multimedia marketing products (videos and banners).
  - Designed books, magazine publications, brochures, posters, magnets, and other stationary for digital and offset printing.
- Lifeguard and Lifesaving Swim Instructor** - City of Markham **2007 May – 2012 May**
- Communicated with patrons, parents, and children regarding pool regulations.
  - Developed positive relationships between patrons and other staff.
- Web Content Intern** - Cineplex Entertainment **2011 July – 2011 Aug**
- Designed attractive banners for the Cineplex website for upcoming movies.
  - Researched & placed appropriate trailers and clips from special events on the web.
- New Media Intern** - TTC, Human Resources Department **2011 May – 2011 Aug**
- Redesigned new and modern logo and home page for the department.
  - Developed an Adobe flash game for TTC's eLearning program.
- New Media Intern** - XTM Inc. **2011 June – 2011 July**
- Developed, designed and implemented a social media presence for XTM on Facebook, Twitter, and YouTube.
  - Created and revised bilingual websites and monthly eNewsletter templates.
- Marketing Coordinator** - Gallery 1265 **2009 Oct – 2011 March**
- Promoted gallery events throughout the University of Toronto.
  - Created marketing products, such as videos and posters.

## Technical

- Web:** Dreamweaver\*, Fireworks\*, FireFox Firebug, Google Analytics, Blogger, WordPress
- Print:** Photoshop\*, Illustrator\*, InDesign\*, QuarkXPress, Acrobat Pro\*
- Video:** Flash\*, Premiere Pro\*, Final Cut Pro
- Sound:** Soundtrack Pro
- Language:** HTML5, CSS3, JavaScript, Action Script, PHP
- Data:** Microsoft Word Office, Power Point

\* Experienced with all versions (CS2-CS6)

## Education

**Honours Bachelor of Arts - New Media and Studio**  
University of Toronto, Toronto, ON, **2011 June**