

# SYRREL CABILING

## Graphic Designer

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London, ON Canada

### EXPERIENCES

#### Intermediate Graphic Designer Northern Commerce

April 2024 - June 2026

- Designed customer-focused, on-brand creative assets for email marketing, digital advertising, websites, social media, motion graphics, and in-store marketing, contributing to high-performing campaigns.
- Collaborated with the design team and project managers to develop creative concepts that aligned with client objectives.
- Applied and maintained brand guidelines across print and digital projects to ensure consistency in color, typography, and visual identity.
- Managed design projects from concept through final execution by coordinating assets, collaborating with cross-functional teams, and meeting project deadlines.
- Made design decisions independently while incorporating feedback from senior designers to refine and improve final deliverables.
- Optimized digital graphics for multiple platforms and prepared production-ready files for distribution.
- Researched design trends, AI solutions, and best practices to support design decisions and improve workflows.

#### Graphic Designer Northern Commerce

November 2020 - April 2024

- Prepared production-ready files for print and digital use.
- Assisted with the creation of print and digital marketing materials.
- Updated existing designs and made revisions based on feedback.
- Prepared production-ready files for print and digital use.
- Followed brand guidelines to maintain consistency across design projects.
- Supported senior designers with project execution and asset preparation.
- Created social media graphics, brochures, flyers, and other marketing materials.

#### SEO Associate/Intern OntarioSEO

May - August 2018

- Designed Google Ads display creatives for local businesses, including car dealerships and hotel chains.
- Updated and maintained WordPress websites for local business clients.
- Assisted a professional videographer with on-site production for a hotel marketing campaign.

### SKILLS

- Performance Creatives
- Email Marketing
- Motion Graphics
- Ecomm/UI Design
- Concept Development
- Time Management & Adaptability
- Layout and Composition
- Attention to Detail
- AI Prompt and Execution

### TOOLS

- Adobe Photoshop
- Adobe Illustrator
- Adobe After Effects
- Figma
- Canva
- Klaviyo
- Salesforce
- MailChimp
- HTML/CSS
- OpenArt

### EDUCATION

#### University of Western Ontario

2016 - 2020

BA in Media Theory and Production

#### Fanshawe College

2016 - 2020

Diploma in Interactive Media Design

### REFERENCES

Available upon request.

