



613-257-3751

jo-ann@studioneight.com

www.studioneight.com

# Jo-Ann Pullen

GRAPHIC DESIGNER

**ABOUT ME:** Energetic, results-oriented creative services professional, dedicated to excellence, with a proven track record

## WHAT I'M MADE OF



**1% COFFEE**  
Stimulates my creativity in the early morning. Milk why yes! Colour PANTONE 7502c before I will take a sip. NO sugar required, I am sweet enough.



**14% QUIRKY**  
Quirky people are amazing, and great friends with excellent personalities that can bring anyone's mood up.



**5% PHOTOGRAPHY**  
Extra lens so I can see the world with my third eye.



**5% TRAVEL**  
Traveling is my passion and I continually check-off my bucket list of places to discover.



**75% RIGHT SIDE OF BRAIN**  
Excel at expressive and creative tasks. Runs 24/7/365.

## SKILLS

- Graphic Design
- Web Design
- Illustration
- Branding
- Photo Editing
- Info Graphics

## CC

- Photoshop
- Illustrator
- InDesign
- Publisher
- PPT

## SOFTWARE

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## DESIGNER

- Strong vendor / client relations
- Strong conceptual creative skills
- Thrive in a fast-paced environment
- Ability to work independently / collaborate with others
- Marketing campaign management, print, social, web

## LEADERSHIP

- Brand management
- Creative / Art direction
- Quality control
- Relationship management
- Project management

## MANAGEMENT

- Account management
- Advanced file management / digital library creation
- Effective in meeting deadlines and budgets while remaining flexible with changing needs and demands
- Change management

# WORK EXPERIENCE

**2016 - present**  
(8-month contract)

**Immigration, Refugee and  
Citizenship Canada**

## SENIOR GRAPHIC DESIGNER

Working along side the Creative Services  
Manager duties include:

- Quality control
- Relationship management
- Project management
- Strong conceptual creative skills
- Thrive in a fast-paced environment
- Ability to work independently / collaborate with others
- Effective in meeting deadlines and budgets while remaining flexible with changing needs and demands

**2011- 2016**

Jan 2014 – Sept 2016

## Paperstudio

With my passion to create one of a kind wedding invitations I joined the Paperstudio team December 2014, as a part-time graphic designer. I brought to this position many of the skills that I have developed over the years.

Specifically meeting with individual clients discussing their needs / ideas and making it come to life is why I do what I do.

## Owner of studionoeight

April 2011 – Present

Owner and designer of studionoeight, specializing in branding, advertising, marketing, graphic design and photography. Delivering printed and electronic media for business needs. Specialize in small - large marketing requirements.

## Clients

- Ottawa Chamber Music Society
- Carleton Place & District Memorial Hospital
- Canadian Medical Association
- Canada Foundation for Innovation
- Take Another Bite
- La Spa Works
- All About You Spa
- Brown & MacFarlane

**2005- 2011**

## Ottawa Chamber Music Society

Assisted the Director of Marketing and Communications in 2014 Festival Launch. Including logo designs, printed collateral such as festival preview brochures, guides, souvenir guide, house programs, bus billboards, roll-up banners, corporate annual report, launch posters, launch passes, ads, launch PPT, mini flash, corporate PPT.

## Carleton Place & District Memorial Hospital

Assisted the Manager of Fundraising with events such as The Fairways, Fashion and Fun Golf Classic, 20<sup>th</sup> Anniversary Radio-thon and Giv'n Back Thank You Concert, Christmas in Carleton Place House Tours; Radio-thon plus branding update, annual report, newsletter, stationary package and advertising.

## Mitel Global Manager, Creative Services & eMarketing

Art direction / management of graphic design team delivering print and electronic media. Managed the following:

- corporate branding, process control, online documentation and training staff with corporate branding objectives.
- all print and electronic media for major events and conferences.
- the execution of internal and external client requirements based on corporate objectives.
- weekly project management reports, communicate progress to key stakeholders.

**2001- 2005**

## Mitel Senior Designer

Team leader, responsible for coordination of design projects, corporate look & feel, annual reports, conferences, trade shows, printed collateral and web media. Managed the following:

- the design and branding for corporate events, image library, web graphics.
- art directed product, environmental, and executive photo shoots.
- the relationship between internal and external suppliers.
- the creation of all multi-media and web development .

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## Algonquin College CE Teacher

Graphic Design Instructor

- Instructor for 'Digital Pre-Press', the Graphic Arts Program.
- Developed course preparation, instruction, evaluations, presentations. Provided students helpful insight into the industry and each student's skills.
- Conducted ongoing projects and instructional demonstrations and exams.

## Eftia OSS Solutions

Senior Graphic Designer

- Updated corporate logo, visual identity guidelines ensuring consistency throughout company
- Produced design templates, communicated the new graphic standards internally to all global employees.
- Designed collateral templates for product packaging, advertising, stationary, web requirements ensuring a cohesive visual identity for the company.
- Developed multimedia presentations for use in trade shows and off site sales meetings.



# THE NUTS AND BOLTS

## EDUCATION & TRAINING

- Web Specialist Certificate (Algonquin College, 2001)
- Macromedia Flash Advanced (Inner Action Inc., 2001)
- Photoshop Basics and Advanced (Algonquin College, 2000)
- Concepts and Creativity (Advanced Graphic Design, 1999)
- HOW Design Conference and Trade Show (Dallas Texas, 1999)
- Graphic Design Diploma (Algonquin College, 1992)
- Ontario College of Art (Toronto, 1988)

## PUBLISHED WORK

- Published Wedding Workshop Spring 2013 E-book
- Published Wedding Workshop Spring 2012 E-book
- Published Wedding Workshop Spring 2011 E-book
- Published 2011 Winter Canadian Scrap booker Magazine
- Published 2011 Summer Canadian Scrap booker Magazine

## CREATIONS

- The Tooth Fairy Chronicles
- Heartfelt Creations - hand crafted creations made of natural fibers such as cotton canvas, wool, felt, burlap.
- It Takes LOVE - The Walter (Wally) George Pullen Memorial Scholarship

# SPECIAL INTEREST

## MAKING DREAMS COME TRUE

Weddings have always been my passion, and I was hooked when a friend asked me to design her wedding stationary. My clients are from around the world, ranging from Italy and Istanbul to Chile, Canada and the US. Each creation is a piece of custom art designed especially for the bride and groom.



## KRAFTY LIKE A FOX

Not really, but I do love to create, from creating cards, to 3D packaging, to books and mini albums. My passion for anything creative flows from crafting, sewing, cooking and painting.



## BORN TO TRAVEL


As far back as I can remember I have always wanted to travel. I love the history of places and enjoy the culture each has to offer. I began to travel in my early twenties and have never looked back. Do I have a bucket list? You bet, my next adventure Japan in the Spring of 2018.



## PHOTOGRAPHY MY SOUL

My first camera was an instamatic and I would shoot rolls and pretend that I was a fashion photographer. I enjoy taking pictures when I travel but product shots, environmental / stock and fashion brings out the creative in me. There is no better feeling then capturing the "moment" ... the emotion, the lighting, a smile, a tear, something totally unexpected ...



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## WORKSHOPS

- Wedding workshops were clients learn what is involved to create DIY invitations
- Monthly card making workshops
- Crafting retreats and events

## WHAT'S COOKING?

I love to learn new things especially when it comes to cooking. Mix that with photography as well and I am fulfilled. Yes, I do take pictures of my creations and I love to share! My trip to Italy allowed me to learn how to make fresh pasta, how wines are produced and discover how wonderful it is to live in moment. Mix food and photography and you have the perfect combination.

