

Heather Elsdon

Graphic Designer

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www.elsdoncreativedesign.com

Core Competencies

Digital & Motion Graphic Design

Visual Storytelling & Brand Messaging

UI/UX Principles & Accessibility Standards
(AODA, WCAG)

Print & Digital Production Techniques

Copywriting & Content Development

Creative Concept Development & Execution

File Organization & Asset Management

Cross-functional Team Collaboration

Market & Audience Research

Project Coordination & Multi-tasking

Soft Skills

Detail-oriented & Quality-focused

AODA Awareness & Compliance

Adaptable & Resourceful in fast-paced
Environments

Collaborative Team Player

Creative & Innovative Problem Solver

Self-motivated with Strong Initiative

Excellent Time & Project Management

Tools

Adobe Creative Suite
(Illustrator, Photoshop, InDesign)

Canva & Figma

Social Media Platforms
(Instagram, Facebook, Twitter, YouTube, TikTok)

Hubspot & ClickUp

Microsoft Office & Google Workspace

Virtual Collaboration
(Zoom, Microsoft Teams)

Project Management Tools
(Asana, Trello)

Memberships & Awards

Registered Graphic Designer 2018- present

Excellence in Design Recognition, PHAC, 2024

Judge's Top Choice, RGD Awards, 2020

Passion & Creativity in the Arts, 2009

Education

BACHELOR OF DESIGN (HONOURS)
CONESTOGA COLLEGE | Kitchener, ON
*Graduation with Distinction

NEW MEDIA JOURNALISM CERTIFICATE
SHERIDAN COLLEGE | Oakville, ON

BACHELOR OF FINE ARTS (PHOTOGRAPHY)
OCAD UNIVERSITY | Toronto, ON

Work Experience

GRAPHIC DESIGNER |
PUBLIC HEALTH AGENCY OF CANADA
2020 - 2025 | Telework, Guelph ON

- Designed and produced print and digital assets including brochures, reports, infographics, social media graphics, and web banners, ensuring brand and accessibility compliance (AODA, WCAG)
- Adapted creative designs for multiple formats and platforms, resizing and optimizing for print and digital use
- Performed colour correction, image manipulation, and quality control to maintain high visual standards
- Contributed to UX-informed layouts and user-centric content strategies, ensuring clear, intuitive digital experiences for government platforms and stakeholder tools
- Supported audience and market analysis to guide content direction, adapting visual messaging to meet the needs of varied demographics and cultural groups
- Managed design workflow from concept to production, coordinating with vendors and internal teams

OPERATIONS SUPERVISOR, COMMUNITY MANAGER |
CHARCOAL GROUP OF RESTAURANTS
2011 - present | Beertown Public House, Waterloo ON

- Designed and produced print and digital promotional materials including menus, posters, flyers, digital signage, and social media graphics, ensuring consistency with brand guidelines
- Adapted creative assets for multiple formats and platforms, resizing and optimizing for both print and online use
- Created graphics, short videos, and campaign visuals to support seasonal promotions and in-venue displays

FREELANCE PHOTOGRAPHER |
ELSDON CREATIVE PHOTOGRAPHY
2008 - present | St. Marys, Kitchener-Waterloo, ON

- Managed client projects from planning through delivery, ensuring high-quality visual content to support audience engagement and meet client expectations
- Created branded visual content for diverse clients, aligning imagery with community standards to enhance satisfaction, building long-term relationships and communication

GRAPHIC DESIGN ASSISTANT |
STUDENT ENGAGEMENT, CONESTOGA COLLEGE
2019 - 2020 | Doon Campus, Kitchener, ON

- Designed promotional materials to enhance experience and engagement across multiple platforms, ensuring consistency with the brand's standards
- Designed and produced print and digital marketing materials including posters, banners, event programs, and social media graphics, maintaining alignment with brand guidelines

MARKETING OFFICER, CO-OP |
JOSHUA CREEK HERITAGE ART CENTRE
2015 - 2016 | Oakville ON

- Assisted in creating and executing email marketing campaigns, ensuring clear messaging and visual alignment with brand goals
- Designed and produced print and digital promotional materials for events, including posters, brochures, and social media graphics, ensuring brand consistency.

RGD

JUNIOR AFFILIATE
MEMBER

