

# Chloe Pietrasiak

## Senior Graphic Designer

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chloepietrasiak@gmail.com

LinkedIn

Mississauga, ON

Passionate, dynamic, and detail-oriented Senior Graphic Designer offering 4+ years of experience driving the delivery of design and branding projects for industry-leading companies. Recognized throughout career for possessing a meticulous eye for detail, a knack for storytelling, and a proven history of tailoring approach to meet the specific needs of target audiences. Proven history of leading cross-functional teams in all aspects of creative development – from initial conceptualization and strategic planning through to delivery and evaluation. Confident and articulate communicator who builds strong working relationships and effectively collaborates with diverse stakeholders on a day-to-day basis.

## Professional Experience

### Graphic Designer

Staples Canada – Richmond Hill, ON

2023–Present

- Oversee the weekly production of promotional banners for the Staples.ca homepage and landing pages
- Work closely with the site operations and marketing teams to gather requirements and elevate user experience

#### Key Achievements

- Played an integral role in redesigning the Staples.ca homepage and improving engagement rates by over 24% by upgrading the site visuals and functionality to attract the target B2C consumer base.
- Gained compliance with the Accessibility for Ontarians with Disabilities Act (AODA) and enhanced web design continuity and consistency by revamping brand standards to enrich structure and usage across all digital platforms.
- Grew revenues by over \$55,000 per over four month period and expanded conversion rate by 9.6% since July 2024 by updating the life events pages on the Staples.ca website to reflect new brand standards and design guidelines

### Graphic Designer

Yogen Früz – Markham, ON

2023

- Performed graphic design and photo manipulation for Yogen Früz, Früz Tea, Sweet Jesus, and Yogurty's brands
- Designed social media marketing and in-store print collateral for brand campaigns across 24 stores Canada-wide
- Generated user personas, site maps, and competitive analysis using qualitative and quantitative research methods

#### Key Achievements

- Increased social media presence by over 10% for the 4 signature brands by consistently posting new content to maximize the reach of new products, brand flavours, best sellers, and other popular menu items
- Heightened sales by up to 20% for the 4 signature brands by fronting several successful multi-channel campaigns to launch new flavours and optimized Yogurty's website to dramatically augment the user friendliness

### Digital Designer

BrokerPocket – Mississauga, ON

2022

- Tasked with participating in the cross-function project to redesign BrokerPocket's website and mobile screens
- Created user flows, UI components, mockups, prototypes, and responsive design systems for desktop and mobile
- Supported product development lifecycle and produced social media posts and banners for organic and paid ads

#### Key Achievements

- Boosted new user engagement by 45% in only 3 weeks by strengthening design standards on social media and introducing branded hashtags, high-fidelity product mockups, and how-to and collaboration videos

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## Professional Experience

### Digital Designer

MeadowBrook – Mississauga, ON

2021–2022

- Contributed digital designs to the rebranding of Meadowbrook's brand identity across print and digital marketing

#### Key Achievements

- Modernized the visual designs for events, pitches, and campaigns to promote the new MeadowBrook Academy and establish a strong and consistent brand identify for the educational program geared towards newcomers
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## Education & Professional Development

### Certificate Member

Interaction Design Foundation

2024

### Google UX Design Specialization

Coursera

2023

### Honours Bachelor of Interaction Design

Sheridan College – Oakville, ON

2021

### Certificate in Creative Leadership & Problem

Sheridan College – Oakville, ON

2020

### Art Fundamentals & TCPS 2 Core Certificate

Sheridan College – Oakville, ON

2017 & 2018

## Memberships

### Monday Girl

AIGA : American Institute of Graphic Arts

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## Key Strengths & Skills

Graphic Design & Branding, Mockups & Prototyping, UI & Accessible Design, Project & Budget Management, Web Design & Social Media, Storyboarding & Visual Layouts, Team Building & Leadership, Purchasing & Procurement, Multitasking & Prioritization

## Technologies

Figma & Fig Jam, Adobe Creative Suite, Jira, Slack, Miro, Mural, Later, HTML / CSS, MS Office