

JOANNE MAC

Curious go-getter with grit. Passionate visual communicator by trade, problem solver by nature. I'm excited about the big and small ways design can improve the lives of everyday people.

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EDUCATION

York/Sheridan Joint Program in Design
Bachelor of Design (Honours) 2012-2017

SOFT SKILLS

- Effective communicator + listener
- Natural leader + team player
- Effective time management
- Able to adapt quickly + prioritize

HARD SKILLS

SOFTWARE

Illustrator | Photoshop | InDesign
AfterEffects | XD | Sketch | Basic HTML/CSS

ART & DESIGN

Information architecture | Copy writing +
Content design | Foundational user research +
User experience | Photography | Fine arts

AWARDS

2016 RGD STUDENT AWARD

Cineplex Digital Media Award
for Information Design:
The Severe Allergy Starter Kit

2017 RGD STUDENT AWARD

Gravity Inc Award for Social Good Design:
#GiveTogether Campaign & Toolkit

EXPERIENCE

SMART NORA
Graphic Designer

June 2017
- Present

Collaborate with digital marketing team to align Smart Nora's transitioning brand and tone across various platforms and mediums including print, web, Facebook advertising, social media, email marketing and more.

REGENESIS @ YORK
Graphic Designer

Sept. 2016
- May 2017

Collaborated with team members and directors to design promotional material such as posters, flyers, signage, and business cards to promote the organization and upcoming events/initiatives.

DESIGN LAB @ YORK
Graphic Designer

Sept. 2016
- April 2017

Gained insight into a professional studio environment by working both individually and collaboratively on real client projects from the York University community.

BEEHIVE DESIGN
Design Intern

June 2016

Gained insight into the inner workings of an independent design studio and lifestyle magazine, Novella. Worked with Principal to develop branding concepts and identities for a various clientele.

WHAT I'M INTO

- Exploring new music + making playlists
- Reading borderline self-help books
- Keeping my hands busy with crafts
- Meditation + Keeping active