Geoff Krawiec
Graphic Designer

geoffkrawiec.com
contact@geoffkrawiec.com
289.981.9170

ABOUT ME

An innovative Designer specializing in branding and digital design. Geoff is fluent in Adobe CC, and Figma, and possesses exceptional writing, communication, and presentation skills. He has a passion for branding, strategy, and digital design. Geoff is a detail oriented and resourceful creative, with a drive to solve problems and find out how things work.

CORE COMPETENCIES

Branding/Identity	Strategy	InDesign
UI design	Typography/Layout	Illustrator
UX design	Storyboarding	Photoshop
Editorial design	Prototyping	Figma

EDUCATION

2023 — **User Experience Research & Design Specialization**
University of Michigan, Coursera

2013–2016 — **Graphic Design, Advanced Diploma**
Humber College, Toronto, ON

2008–2012 — **Marketing Management, Bachelor of Commerce**
University of Guelph, Guelph, ON

EMPLOYMENT HISTORY

June 2024–Present — **Senior Digital Designer**
Rise Branding, Toronto ON

- Worked on digital projects including web design, platform UI, email marketing, etc.
- Used UX techniques including user flows, personas & wireframing to create intelligent designs
- Established agency processes & software for digital projects

April 2019–May 2024 — **Intermediate Designer**
Rise Branding, Toronto ON

- Collaborated with clients to develop print & web projects from concept to execution
- Client industries included science & technology, telecommunication, aerospace & corporate governance
- Worked on a variety of projects including branding, web design, traditional/digital advertising, social media design, posters, flyers, icon design, illustration, etc.

Nov 2017–March 2019 — **Graphic Designer**
Roots, Toronto ON

- Brought the Roots brand to life through product branding
- Developed & maintained brand standards
- Designed packaging for Roots merchandise & promotions
- Worked with internal team to develop products & layout of stores

May 2016–Sept 2017 — **Graphic Designer/Digital Designer**
Brand & Mortar, Toronto ON

- Worked one-on-one with clients to develop print & web projects from concept to execution
- Client industries included financial, telecommunication, healthcare, event marketing, cosmetics, retail, etc.
- Designed & developed websites using Wordpress & other CMS
- Interviewed/hired applicants for graphic design department