

CONNIE DOLSTRA

PRINT, DIGITAL AND ENVIRONMENTAL
DESIGNER/ ART DIRECTOR
TEACHER

 Whitby ON
 conniedolstra.com
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 905.809.5069

SKILLS

Award winning art director,
designer and painter

Strategic planning,
and marketing

Proficient and dependable

Excellent written and
oral communication skills

Strong fundamental
design skills

Eager continuous learner

EDUCATION

GRAPHIC DESIGN

DIPLOMA

Three year diploma
Durham College

WEB PROGRAMMING

CERTIFICATE

Sheridan College

AWARDS

2019 CHALLENGE
WINNER - MINTED
Letterpress wedding
invitation challenge

2016 WILDLIFE
CATEGORY AWARD
OAA Juried Art Show
Oil painting of moose

+ more

PROFILE

10+ years experience for tier one companies. Engaged teacher at Fleming College for over 3+ years in the Graphic Design - Visual Communication Studio. Advanced design skills, typography, store design, UX/UI design, html/css knowledge, social media content, web design and video. Proven track record working with clients to finish their projects to the highest potential while maintaining company standards, meeting deadlines and paying attention to all the small details.

EXPERIENCE

09.08 • PRESENT // PIXEL CANDY // SELF EMPLOYED //
WHITBY, ON // PRINT & DIGITAL ART DIRECTOR/DESIGNER

CLIENTS: Atlantic Lottery Corporation (Lotto 649, Lotto Max, Set for Life, ProLine), LG, Firkin Pubs, Continental Currency Exchange

- DIGITAL: End-to-end UX/UI design, social media content, email campaigns, web design, presentations, commercials and videos.
- PRINT: Designed and conceptualized various logos, brochures, scratch & win tickets, magazines, packaging, infographics, posters and advertising
- ENVIRONMENTAL: Retail store designs, head office design, kiosk design and trade show booths
- Produced materials under strict deadlines, meeting and often exceeding clients expectations
- Take projects from initial brief to brainstorming strategies, art direction, copywriting, editing, proofreading to final production

09.15 • PRESENT // FLEMING COLLEGE // SUTHERLAND CAMPUS //
TEACHER // GRAPHIC DESIGN - VISUAL COMMUNICATION

- Instructor of Content Design I, Integrative Communication and Environmental Graphics and Entrepreneurship and Internship
- Provide one-on-one and group lessons for a wide range of skill sets including but not limited to large scale design, branding, brochures, social media video content, email management systems, adobe creative suite, design, production, and presentation skills

AWARDS

2016 JURY'S CHOICE
OAA Juried Art Show
acrylic and oil painting
of my son

PROMO! AWARDS
Dove beauty campaign

XEROX CANADA
DESIGN COMPETITIONS
Three awards

EXPERTISE

Microsoft Office

- Word
- Excel
- Powerpoint
- Outlook

Adobe Creative Suite

- Photoshop
- Illustrator
- InDesign
- After Effects (video)
- Acrobat

html/css

Creating accessible files

Social Media Platforms

Constant Contact
and Mail Chimp

Sketch and Procreate

Oil, acrylic, digital, and
watercolour painting

INTERESTS

Swimming

Traveling

Painting

- Brainstorm different ways to keep students engaged in class from creative art therapy to in-class assignments and ensuring feedback always has positive tone to keep students inspired

10.05 • 09.08 // CAPITAL C // ART DIRECTOR // TORONTO, ON

CLIENTS: SunsilK, Dove, Bell, X-box, Pepsi, Doritos, Maple Leaf Foods

- Managed art direction of Dove, SunsilK launch POS, SunsilK ThermaShine POS and SunsilK Colour boost POS including floor stands, sell sheets, flyer ads, coupons and shelf talkers
- art directed and coordinated creative projects from initial concepts through to final production including photo shoots and commercials

04.04 • 10.05 // GEM GROUP // ART DIRECTOR // TORONTO, ON

CLIENTS: Bell, Coca Cola, Fruitopia, Nestle, Lipton, Stella Artois, Leffe, Budweiser, Bud Light, TD, Purolator, CSHF

- Provided art direction for the launch of Bell "Inside the Ropes" program from logo, linear concepts, photoshoots, ads through to website design
- Designed promotional marketing materials including invites, posters, advertisements, as well as the wrap for the Budweiser "Big Rig" truck

05.03 • 04.04 // ALCON CANADA AND GSK FOR XEROX CANADA // GRAPHIC DESIGNER // MISSISSAUGA, ON

CLIENTS: Alcon, GlaxoSmithKline(GSK)

- Worked in internal marketing department for Alcon Canada's (eye pharmaceutical company) and GlaxoSmithKline(GSK) to create brochures, sales kits and more.

06.97 • 05.03 //

ZEBRA STUDIOS // GRAPHIC DESIGNER //TORONTO, ON

MRGL // JR. ART DIRECTOR // NEW YORK, NEW YORK
SCHOOL (FINISHED 2 YEARS)

FREELANCE // GRAPHIC DESIGNER // LOS ANGELES, CA

CLIENTS: LCBO, CBC, Kraft, Dempsters, Nike, Cineplex Odeon,

Natural White, Olympus, Tetra, Nature's Best, Villazon & Co.

- Worked directly with client to develop packages, brochures, POS, illustrations, corporate identity and ad design
- Participated in strategy sessions to identify client requirements, challenges and goals
- Art directed, conceptualized, and presented ad campaigns