

ANDRESIA GARNIER

SENIOR GRAPHIC DESIGNER

Senior Graphic Designer and Art Director with 15+ years of experience creating strategic, brand-consistent design across digital and print. Skilled in developing marketing campaigns, email creative, catalogues, sales materials and retail communications from concept through production. Combines strong visual judgment, hands-on design expertise and practical problem-solving to produce polished work that supports both brand and business goals.

■ EXPERIENCE

Momo Monster Co. **OWNER & DESIGNER 2017 - 2026**

Created and operated an e-commerce brand specializing in premium board game accessories and upgraded game components, including playmats, dice, tokens and game pieces.

- Conceptualized, illustrated and designed original products, product graphics, packaging and branded promotional materials.
- Developed the company's visual identity and produced product photography, advertising, e-commerce graphics and social media content.
- Sourced manufacturers and coordinated production with factories in China, reviewing prototypes, refining specifications and overseeing product quality.
- Managed the presentation and sale of products through e-commerce, direct customer sales and wholesale relationships.

Big Al's Aquarium Supercentres **ART DIRECTOR 2017 - 2020 | SENIOR GRAPHIC DESIGNER 2012 - 2017**

Directed the company's visual style and brand consistency across retail, franchise, B2B and B2C communications. Partnered with the Marketing Manager to plan and execute print and digital campaigns from concept through launch.

- Designed and art-directed catalogues, email campaigns, digital advertising, flyers, in-store signage and promotional materials for a multi-location retail organization.
- Managed, mentored and provided creative direction to graphic designers, strengthening design quality, workflow and creative support across the company.
- Researched and implemented new design tools, technologies and production processes, creating templates and reference guides used by both designers and management.
- Managed multiple projects from concept through production, coordinating priorities, approvals, deadlines and vendor requirements in a fast-paced retail environment.

■ CONTACT

andresiagarnier.com
andresiagarnier@gmail.com
[linkedin.com/in/andresia](https://www.linkedin.com/in/andresia)
Woodbridge, ON

■ EDUCATION

GRAPHIC DESIGN (DIPLOMA)
GEORGE BROWN COLLEGE SCHOOL OF DESIGN, 2003 - 2006

DIGITAL MEDIA ARTS (COMPLETED)
SENECA COLLEGE, 1999 - 2001

ADOBE ILLUSTRATOR FOR FASHION
GEORGE BROWN COLLEGE, CONTINUING EDUCATION, 2015

■ SKILLS

- Art Direction
- Branding & Visual Identity
- Layout & Typography
- Digital & Print Design
- Marketing Campaigns
- Email Design
- Catalogue Design
- Photo Retouching
- Print Production

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■ TECHNICAL SKILLS

DESIGN & PRODUCTION

Adobe Photoshop, InDesign, Illustrator, Acrobat Pro, Figma

ADDITIONAL CREATIVE SOFTWARE

Procreate, Canva, Blender, Nomad Sculpt, Premiere Pro, After Effects, Final Cut Pro

WEB & E-COMMERCE

Shopify, Wix, WordPress, Magento, Etsy, Joomla, HTML/CSS

EMAIL & MARKETING PLATFORMS

MailerLite, Mailchimp, HubSpot

WORKFLOW & PRODUCTIVITY

Asana, Jira, Toggl Track, Microsoft Office, Google Workspace

■ CREATIVE INTERESTS

Miniature Painting, 3D Printing, Digital Sculpting, Sewing, Hand Lettering, Board Games and Tabletop RPGs

■ EXPERIENCE

Xerox Canada

GRAPHIC DESIGNER CONTRACT, 2011

Worked primarily with desktop publishing software and video software to create project collateral, web advertisements, posters for print, and edited video footage.

York Central Hospital Foundation

VIDEO PRODUCER FREELANCE, 2011

Created graphics, sourced audio, and edited provided footage to compose a medical demonstration video.

Pixelbits

GRAPHIC DESIGNER FREELANCE, 2011

Delivered effective graphic design services for print and web design, specializing in desktop publishing, brochures, branding, promotions, and advertisements.

Lifestyles Global Network

GRAPHIC / MULTIMEDIA DESIGNER 2006 - 2010

Responsible for the company's B2C print publications, multimedia, and product design. Deliverables consisted of promotional and educational videos, flash animations, web advertisements, logos, flyers, brochures, booklets, posters, event tickets, photography and packaging design of the company's products.

Piccadilly Communications

GRAPHIC DESIGNER CONTRACT, 2006

Worked with desktop publishing software to produce government booklet print publications. Designed logos and packaging from concept to final design for clients.

Barry Romberg, Jazz Musician, and 4x Juno Nominee

VIDEO PRODUCER CONTRACT, 2006

Interviewed and coordinated with client to create a 30-minute documentary of the client's career journey. Post-production consisted of designing a DVD label, DVD case cover, and a stage banner for promotion.