



Contact

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Education

Diploma: Graphic Design
Visual College of Art & Design
Graduated With Honours
GPA: 3.95 [April 2023]

**Diploma: New Media
Production and Design**
Southern Alberta Institute of
Technology (SAIT)
[June 2021]

High School Diploma:
Calgary Academy
[June 2019]

Achievements

Recipient of Calgary Academy's
New Media Award, [2018-2019]

Recipient of Calgary Academy's
President's Award, [2016-2017,
2017-2018, 2018-2019]

Brandon Schoel

Graphic Designer & Brand Designer

A passionate, confident, and enthusiastic graphic designer that deeply values expression of creativity, client satisfaction, and strong communication. I have two post-secondary diplomas and seven years of experience in graphic design, including brand design, advertisement design, packaging design, and photography. I strive to create work that excites clients and is shared with people worldwide.

Skills

- Creativity
- Communication
- Personable
- Creative Team Collaboration
- Problem-solving
- Time management
- Strong Graphic and Visual Sense
- Strong Creative Vision
- Computer Skills [Windows 10, MacOS]
- Technical Skills [Adobe Creative Suite, Typography, Colour theory, and Logo design]
- Marketing Skills [Branding and Research]
- Photography Skills [Rule of Thirds, Posing, Lighting Photo Editing]

Work Experience

Graphic Designer 03/2020 - Present

The Costume Shoppe, Calgary Alberta

- Developed Materials using Adobe Creative Suite [Photoshop, InDesign, Illustrator, Lightroom]
- Designed creative digital displays used in online advertising for local businesses.
- Completed final touches for projects such as image sizes and font selection.
- Employed design fundamentals when selecting typography, composition, layout, and colour in design work.
- Created digital image files for use in digital and traditional printing methods.
- Maintained working knowledge of company products, services and promotions.
- Developed creative design for print materials, banners and signs.
- Created promotional campaigns to boost sales and drive customer loyalty.
- Edited and enhanced existing artwork and graphics.

E-Commerce Associate 03/2020 - Present

The Costume Shoppe, Calgary Alberta

- Prepared orders based on provided packing and shipping procedures.
- Followed orders precisely for correct items, sizes and quantities.
- Uploaded digital media to online storefront.
- Maintained e-commerce website to promote and sell products.
- Provided thorough customer service upon special request.

Retail Sales Associate 08/2018 - 03/2020

The Costume Shoppe, Calgary Alberta

- Stocked merchandise, clearly labeling items, and arranging according to size or colour.
- Monitored floor traffic to ensure customer satisfaction.
- Helped customers complete purchases and locate items.
- Used POS system to process sales and check inventory.
- Connected with customers to support positive transaction experiences and address service concerns.