

JORDAN PATRIER

Graphic Designer

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[Online Portfolio](#)

[LinkedIn](#)

Work Experience

DIGITAL ARTIST

JAM CRM | Toronto, ON | **Full-Time** | **October 2024 - Present**

- Oversee and maintain asset libraries for major clients using Figma and Emailify, while ensuring timely creation of emails and supporting assets.
- Manage multi-version campaigns and production-ready files for social media, email marketing, and animated videos.
- Design animated GIFs, designed motion assets for social media and email campaigns, while ensuring brand consistency and on-time delivery.

GRAPHIC DESIGNER

Giant Tiger | Remote | **Freelance** | **September 2023 - July 2024**

- Create user-focused visual content for Giant Tiger's digital channels, which include social media and email marketing. Allowing for a boost of customer engagement to follow through.
- Worked together with copywriters to create compelling social content, either through animated videos or static emails.
- Show prioritization and flexibility in a dynamic, fast-paced setting.

Giant Tiger | Remote | **Internship** | **May - August 2023**

- Develop and organize designs for social media and email marketing campaigns, while managing the organization and structure of the company's server.
- Design promotional and seasonal email campaigns, ensuring brand consistency across departments.

FREELANCE GRAPHIC DESIGNER

Relyard | Mississauga, ON | **July 2022 - March 2023**

- Led the creation of marketing materials, boosting brand visibility, customer engagement, and revenue.
- Managed branding elements, including logo design, store banners, product catalogs, and business cards.
- Designed a visually appealing product catalog with an intuitive layout for a memorable customer experience.

FREELANCE GRAPHIC DESIGNER

CoCo Fresh Tea | Oakville, ON | **March - April 2023**

- Designed promotional materials that reinforced brand identity, thus boosting customer engagement.
- Created visually engaging print assets that attracted new customers and encouraged repeat business.

GRAPHIC DESIGNER

CM2 Media | Burlington, ON | **Co-Op** | **July - August 2019**

- Apprenticed under the company owner, gaining firsthand experience in business leadership and strategy.
- Produced dynamic posters, edited photos, and video content that captured client attention.

Skills

Technical Skills: Illustrator, InDesign, Photoshop, After Effects, social media, branding, visual design, and video animation.

Soft Skills: Team player, independent, critical thinker, detail-oriented, time management, and adaptability.

Education

Humber College

Advanced Diploma in Graphic Design | Etobicoke, ON | **2021 - 2023**