

PROFILE

Passionate bilingual graphic designer with a rich, multidisciplinary background combining design, project management, and instructional design.

I excel at identifying needs and transforming complex ideas into clear, coherent, and impactful visuals.

Creative, rigorous, and strategic, I design visual solutions that balance aesthetics and effectiveness.

LANGUAGES



Experience in simultaneous and consecutive interpretation (from French to English as well as from English to French)

SOFTWARE

- **Design**
Adobe CC (Photoshop, Illustrator, InDesign), Procreate, Canva
- **Plateformes et LMS**
Moodle, SharePoint, Wix, Milanote
- **Productivity**
Microsoft Office (Word, PowerPoint, Excel), Google Docs / Drive
- **AI (artificial intelligence)**
ChatGPT, Artistry, Designrr, Gemini, MidJourney, Gamma AI, Grok + others

PORTFOLIO

yodesign.ca

REFERENCES

Upon request

EDUCATION



PROFESSIONAL STRENGTHS AND QUALITIES

- Creative vision and strong conceptual thinking
- Mastery of visual hierarchy, readability, and composition
- Ability to translate complex ideas into clear, impactful visuals
- Strong sense of structure, graphic systems, and brand consistency
- Aesthetic judgment grounded in analysis and strategic thinking
- High level of rigor, attention to detail, and respect for deadlines
- Autonomy, strong sense of responsibility, and professional reliability
- Thoughtful creativity aligned with real-world goals, constraints, and use cases

EXPERTISE IN GRAPHIC DESIGN

- **Visual identity & branding**
 - logo creation, brand design, brand guidelines, adaptations
- **Layout & visual design**
 - editorial design, grids, visual hierarchy, posters, brochures, flyers, stationery, Word and PowerPoint templates
- **Typography**
 - typeface selection and pairing, readability, typographic hierarchy
- **Print design & production**
 - prepress preparation, production follow-up, collaboration with printers
- **Illustration, animation & imagery**
 - simple illustration, photo compositing, basic animation
- **Instructional design & visual communication**
 - training materials, infographics, information structuring and visual simplification

PREVIOUS EXPERIENCES

TYPES OF INTERVENTION

- Designer of management and training materials (in class / e-learning) (10 years+)
- Trainer / Facilitator / Coach (10 years+)
- Manager (15 years+)
- Project Manager (10 years+)
- Project Control Officer (10 years+)

MAIN EMPLOYERS

- SNC-Lavalin
- CGI
- Clients: HEC, Grande Bibliothèque, CGI (head office), Bombardier
- Canadian Armed Forces
- Self-employed / Independent consultant
- Landmark Worldwide