

émilie brunet

BRAND DESIGNER & CREATIVE LEAD

Émilie Brunet is a Brand Designer and Creative Lead with 7+ years of experience crafting cohesive brand identities, leading campaigns, art directing shoots, and designing multi-platform assets that drive engagement and impact.

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Work Experience

MEDFAR

Brand & Marketing Design Lead

May 2023–Present | Montreal, QC

- Leads the evolution of MEDFAR to a simplified, scalable master brand, developing the rationale and visual identity system and directing its rollout across digital, product, sales, events, and marketing touchpoints.
- Partners with the CEO and leadership team on brand architecture and growth strategy, defining how MEDFAR-owned products and acquisitions are positioned within the broader ecosystem and developing transition strategies for brands including LABGEN, Medgen, Plexia, CareWay, and future acquisitions.
- Serves as the creative lead across marketing and go-to-market initiatives, art directing campaigns, photoshoots, videos, events, digital experiences, and agency/freelance partners while establishing brand guidelines, templates, and systems used across the organization.
- Drives measurable growth in brand visibility and digital presence, contributing to a **222%** increase in LinkedIn followers and **70%** increase in website views since FY24 while leading the visual strategy and ongoing evolution of MEDFAR's digital presence.

Lotus Medical

Senior Graphic & Web Designer

January 2022–May 2023 | Montreal, QC

- Developed and maintained brand identities for parent company and clinic sub-brands, contributing to a consistent visual presence across **2+** clinics.
- Designed and optimized **3** company websites.
- Developed campaign design concepts and collateral through cross-functional collaboration.

Canadian Blood Services

Graphic Designer (Contract)

June 2019–April 2021 | Ottawa, ON

- Executed campaign graphics for the 2020 Type to Save a Life blood typing event, reaching **26** cities across Canada and educating **3,660** students about their blood type.
- Designed campaign graphics for Canadian Blood Services' 2020 Cord Blood Awareness Month, raising awareness of cord blood donation and its life-saving potential.

Education

Concordia University

September 2015–April 2019 | Montreal, QC

Bachelor of Fine Arts | Design

Awards

President's Award

September 2015–April 2019 | Montreal, QC

Skills & Software

Creative Strategy & Leadership

- Brand development
- Art direction
- Visual identity systems
- Cross-functional collaboration

Brand & Campaign Design

- Graphic design
- UX/UI design
- Advertising (digital & print)
- Campaign design
- Event design
- Publication design

Technical Skills & Platforms

- Adobe Creative Suite
- Figma
- Webflow, WordPress, Wix
- HTML/CSS
- Mailchimp, Hubspot, Salesforce

Languages

- English (native)
- French (fluent)