

# Dena Salami

denasalami.com/

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## Education

### Bachelor of Design, Specialized Honours in Design

York University — Toronto, ON

Sept 2021 - April 2025

Cumulative GPA: 3.8/4.0

Dean's List all semesters

## Skills

Branding

Publication

Photography

User-Research

Wireframing

Prototyping

Motion Design

## Tools

Adobe Creative Suite  
(InDesign, Illustrator,  
Photoshop, After Effects,  
Premiere Pro)

Figma

Coding Languages (HTML,  
CSS, p5.js)

Webflow

WordPress

## Certification

### Student RGD

Sept 2023 - Present

## Experience

### Graphic Design co-op

RBC

Sept 2024 - Nov 2024

- Created video content and motion graphics for internal platforms using After Effects and Premiere Pro
- Designed infographics, icons, and visual content to support Technology & Operations transformation initiatives while ensuring compliance with brand guidelines
- Assisted production design teams on ongoing projects, making revisions and updates across Adobe Creative Suite (Illustrator, Photoshop, Acrobat) within a 6-designer collaborative environment
- Supported planning and facilitation of high-profile corporate events by creating video content, intranet pages, email graphics, and printed signage materials

### Graphic Design Intern

Kudos

Jun 2024 - Aug 2024

- Designed a wide variety of visual content, including, but not limited to, web pages, eBooks, marketing email graphics, and print/digital ads
- Adhered to and supported the development of Kudos's visual brand standards while working on design briefs from beginning to delivery
- Collaborated with senior designer and marketing team to improve website accessibility and readability, supporting product launches and multi-channel campaigns

### Graphic Design and Website Assistant

York U Motion Media Studio - York University

Sep 2023 - Aug 2024

- Contributed to the development of effective social media strategies by conducting comprehensive research while aligning with institutional brand and accessibility standards to increase engagement in recruitment and admissions campaigns by **30%**
- CCreated print and digital promotional materials including social media posts, videos, and infographics that engaged a diverse audience of **12k+** users
- Completed projects on a strict timeline by maximizing workflow efficiency