

Tai Fletcher

Toronto, ON | Tai@colourmeeasy.com | colourmeeasy.com

I design across brand identity, websites, user interfaces, environmental graphics, and experiential design, creating cohesive solutions across digital and physical spaces. Working alongside clients, engineers, architects, and creative teams, I synthesize creative direction, technical constraints, and user needs into purposeful design. Great design starts with understanding, making complexity feel intuitive.

Experience

3D Graphics & UI Designer

Continual Energy | Building Energy Solutions | 2025 - Present

Redesigned a web-based Building Automation System, establishing a scalable information architecture, navigation model and visual system for complex facilities. Designed production-ready interfaces, 3D visualizations and reusable design systems while partnering with engineers to translate technical constraints into intuitive operator experiences.

Independent Designer

Colour Me Easy | Design Studio | 2022 - 2025

Developed multidisciplinary projects spanning spatial design, visualization and custom architectural artwork, carrying ideas from early concept through production and installation. Worked directly with clients, designers, artists and fabricators to balance creative intent, technical constraints and built outcomes.

Lead Designer

Yellow House Events | Event Production | 2020 - 2022

Shaped the visual direction of digital and hybrid event experiences for enterprise brands, translating brand guidelines, client objectives and creative direction into cohesive visual systems. Extended those systems across virtual environments, event platforms, presentations and campaign assets, collaborating with creative, production and broadcast teams through live execution.

Education

Bachelor of Design (BDes)

OCAD University | Environmental Design | 2015 - 2019

Skills

Design

Visual Design · Brand Identity · Art Direction · UI/UX Design · Web Design · Design Systems · Information Architecture · Environmental & Experiential Design · 3D Visualization

Technical

Prototyping · Responsive Design · HTML · CSS · JavaScript · Technical Drawing · Construction Documentation · 3D Modelling

Software

Photoshop · Illustrator · InDesign · After Effects · Premiere Pro · Figma · Sketch · Framer · Webflow · AutoCAD · Cinema 4D · 3ds Max · SolidWorks · DGLUX5 · Niagara 4 · DaVinci Resolve