

melissa austria ortuoste

GRAPHIC DESIGNER

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WORK EXPERIENCE

Fusion Design Group Inc.
Intermediate Graphic Designer
September 2020 – June 2025

- ◆ Developed high impact design solutions across print and digital platforms for nationally recognized brands including Purolator, Intact Financial and Scotiabank
- ◆ Applied and evolved existing brand systems consistently across multiple platforms and deliverables
- ◆ Collaborated cross-functionally with strategists, copywriters, and stakeholders to ensure brand integrity, narrative consistency, and project success
- ◆ Managed multiple concurrent deliverables with tight deadlines and focusing on balancing quality design solutions and quick turnaround expectations

EDUCATION AND CERTIFICATIONS

- ◆ Advanced Diploma in Graphic Design
Centennial College
- ◆ Claude 101
Anthropic Academy

SKILLS & CAPABILITIES

- ◆ Typography, layout and visual hierarchy
- ◆ Brand identity systems application and evolution
- ◆ Visual storytelling development and exploration
- ◆ Pre-press and production-ready file preparation
- ◆ Experience in designing with accessibility in mind
- ◆ Proficient in Adobe Creative Suite — InDesign, Illustrator, Photoshop, XD
- ◆ Working knowledge of Adobe After Effects and Premiere Pro, Figma and Canva
- ◆ Working knowledge of Google Workspace and Microsoft Office (Word, Powerpoint)