

# ERIKA MASKOBI

## GRAPHIC DESIGNER

### ABOUT

To obtain a position in a positive and stimulating work environment. Multi-talented Graphic Designer proficient in job-related software, including Adobe Creative Cloud. Experienced in creating designs, sample layouts/concepts and generating new ideas. Dual citizen of Canada and the U.S.A.

### EDUCATION

2016–2020	HIGH SCHOOL DIPLOMA King City Secondary School, King City ON
2024-2025	ADVERTISING AND GRAPHIC DESIGN Humber College, Toronto ON

### CONTACT

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### SKILLS

Adobe Illustrator	Adobe Premiere-Pro	Time Management
Adobe Photoshop	Honor Roll	Brand Guideline Application
Adobe InDesign	Recipient	Problem-Solving
Adobe After-Effects	Collaboration	Figma
		Smart Server Certified

### EXPERIENCE

May 2025– Present	<b>YAMAHA MOTOR CANADA</b> Graphic Designer Co-op <ul style="list-style-type: none"><li>• Collaborated with the Marketing and Creative teams to design digital and print assets for Yamaha's product lines</li><li>• Designed and produced a variety of digital banner ads, sales ads, and event advertisements</li><li>• Developed video content for social media reels, digital ads, and product commercials</li><li>• Retouched and edited high-quality merchandise and product photography for use across eCommerce</li><li>• Maintained strict adherence to Yamaha's brand guidelines ensuring consistent and professional presentation</li><li>• Demonstrated strong time management and organizational skills by tracking task progress, meeting project milestones, and following up with internal teams for review</li></ul>
Feb 2024– April 2025	<b>SEPHORA CANADA</b> Operations Consultant <ul style="list-style-type: none"><li>• Organized racks and shelves to maintain store visual appeal, engage customers, and promote merchandise.</li><li>• Built relationships with customers to encourage repeat business.</li><li>• Helped customers locate products and checked store system for merchandise at other sites.</li><li>• Provided positive first impressions to welcome existing, new, and potential customers.</li><li>• Rotated stock and restocked shelves to maintain product availability and store appearance</li><li>• Processed shipment in a quick and timely manner to ensure products were always available</li><li>• Solved customer challenges by offering relevant products and services.</li></ul>
Sept 2021– June 2022	<b>STAPLES CANADA</b> Copy&Print Associate <ul style="list-style-type: none"><li>• Consult and provide recommendations on print media solutions for customers.</li><li>• Pay close attention to detail and instructions and manage projects while following proper procedures.</li><li>• Produced high-quality graphics under tight deadlines, ensuring timely delivery of final products to clients.</li><li>• Managed multiple projects simultaneously, prioritizing workload effectively to meet strict deadlines.</li><li>• Maintained calm demeanor and professionally managed issues in busy, high-stress situations.</li></ul>