

Ayessa de Guzman

Art Director & Graphic Designer

Contact

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Connect

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Portfolio

www.ayessadeguzman.ca

Education

Humber College (09/23 – 04/25)
Advertising and Graphic Design

Sheridan College (09/20 – 04/22)
Interior Decorating

Personal Skills

- 5+ years of customer service
- Quickly adaptable to different environments
- Collaborative with the ability to lead a team
- Organized with strong detail orientation

Digital Skills

- Creative planning and direction
- Adobe Creative Cloud Suite (InDesign, Photoshop, Illustrator)
- Figma prototype wireframe (Apps, Websites)

Experience

Art Director Intern

(05/25 – Present)

Grey Toronto

- Collaborated with copywriters and creative directors to conceptualize campaigns, designs and effective ideas for proactive accounts
- Designed digital, print, and out-of-home ads for Canadian and American accounts such as Advil, Sensodyne, and Emergen-C
- Presented solutions and deliverables to clients
- Storyboarded awareness commercials, online videos, and social ads
- Assisted in television commercial shoots from casting to studio production

Graphic Designer - Freelance

(03/25 – 05/25)

Vo Beauty

- Directed and filmed content to strengthen visual brand identity
- Redesigned product packaging for in-store skincare products
- Designed leave-behinds to enhance customer experience
- Provided conceptualized ideation for upcoming designs and events

Accommodations Consultant

(10/22 – 04/23)

The Rosemont Residences

- Guided prospective buyers through credit checks, payments, and government issued documents
- Designed floor plans and sourced furniture for apartments
- Formed and revised real estate spreadsheets of rental units and competitor prices using Microsoft Excel

Style Advisor & Content Creator

(10/21 – 11/22)

Oak + Fort

- Accomplished and exceeded daily SPH goals while building memorable clientele relationships
- Created social media content to promote new collections on various platforms while maintaining a key performance score
- Supported with launching new store locations and constructed/lead visual merchandising flips

Extracurricular

Art Director & Content Creator

(01/25 – 04/25)

IMPRINT - Humber Portfolio Show

- Directed and organized teams to meet project deadlines
- Created brand guidelines to maintain visual identity
- Curated visuals and social media content from reels to audio selection