

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

Honours & Awards

- Humber Polytechnic
Dean's List
(Fall 2023 - Winter 2025)
- RGD Honourable
Mention 2025

Digital Skills

- Adobe Creative Cloud Suite (InDesign, Photoshop, Illustrator)
- Figma and Webflow wireframe prototype (Apps, Websites)
- Document reformatting and print setup

Personal Skills

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

Experience

Art Director Intern (05/25 – 09/25)

Grey Toronto

- Collaborated with Creative Directors and Copywriters to conceptualize campaigns, designs and effective ideas for proactive accounts
- Designed digital, print, and out-of-home ads for Canadian and American brands such as Advil, Sensodyne, and Emergen-C
- Delivered and presented solutions and project outputs to clients
- Crafted compelling case studies to enhance client exposure and success

Freelance Graphic Designer (03/25 – 12/25)

Vo Beauty

- Directed and filmed content to strengthen online visual brand identity
- Redesigned product packaging for in-store skincare products
- Designed leave-behinds to enhance customer experience
- Brainstormed and presented innovative ideas for future 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 tracking and maintaining KPI scores
- 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