

Liz Johns

Graphic Designer - Ottawa, ON

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Summary

I am Liz Johns a skilled creative problem solver with a background in Graphic Design. I prioritize creating brand-aligned designs, that are accessible and user friendly. I take initiative in my work to meet industry best standards, create cutting edge designs, follow emerging trends and create a cohesive visual identity. I am a passionate designer with experience creating print ready files, responsive layouts, and user-centric designs that appeal to the target demographic.

Qualifications

- Knowledge and skills in Adobe Creative Suite, Figma, Microsoft Office, Google Workspace, Keynote, Webflow, Cinema4D, Wordpress, Google Analytics, Mailchimp and HTML & CSS.
- Experience in creative problem solving, team collaboration and adaptability in the workplace. Skills from my recent experience: time management, critical thinking, asset output, storytelling, user-centered thinking, user research, journey mapping and communication.
- Throughout my studies I have gained a strong knowledge in branding, digital marketing, colour psychology, typography, motion graphics, web design, business of design, UI/UX, and innovative design to meet industry standards.
- Team collaboration experience from my time as a student and as a contract Junior Designer. I assisted on app designs, client presentations and created print designs.
- Outside of my education at Algonquin College I have gained certifications in Marketing Foundations, Social Media Marketing, SEO Foundations, Email Marketing, Communications Foundations, Project Management, Generative AI In The Creative Process, Problem Solving Techniques, Digital Marketing and Print Design.

Education

Graphic Design - Advanced Diploma

3 Years

2022 - 2025

Algonquin College, Ottawa, ON

Hands on learning on creative projects using strategic thinking. The program included a large variety of design skills such as UX UI, Web Design, Motion Graphics, Typography, Communications and Digital Marketing.

Recent Experience

March 2025 - May 2025

AN Design Communications - Junior Designer (Contract)

Elaine Nadeau- Ottawa, ON

- Worked on a design team to meet deadlines and assisted with projects by designing in print, digital, display, and application wire-frames.
- Boosted team workflow efficiency by over 15% through collaboration.
- Application design through Figma collaborating on high fidelity wire-frames.
- Layout design for both print and digital applications using typography and grid layouts. Resulting in legible, clean and precise dye cuts.
- Met strict time limits to complete designs for clients.
- Project collaboration on various platforms giving and receiving feedback.

Freelance Graphic Designer (Contract)

Spring 2023 - Present

Self-Employed- Ottawa, ON

- Designed logos, event invites, and brand materials tailored to diverse clients.
- Ensured all deliverables met visual and technical standards through meticulous quality checks.
- Managed client deadlines, communication and revisions.
- Created visually appealing work and utilized design knowledge to create client approved designs.
- Used marketing knowledge to increase social media engagement and clicks to website.

Awards:

Dean's Honour List 2025:

Achieved great marks and over a 3.6 GPA for the semester.

Languages:

English - Native

French - Beginner