

# Danielle Tonus

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Portfolio: <https://www.danielletonus.ca/>

## Graphic Designer

Creative and detail-oriented Graphic Designer with a passion for visual storytelling and experience in branding, digital media, and print design, with a keen eye for aesthetics and composition. Proven ability to translate client visions into compelling visual content. Skilled at managing multiple projects and meeting tight deadlines. Dedicated to delivering innovative and impactful design solutions that enhance brand identity.

## Key Competencies

- Adobe Creative Suite
- Figma
- UX & UI Principles
- Ad Campaigns
- Typography
- Layout Design
- Web Design
- Webflow
- Brand Identity
- Tact and Diplomacy
- Attention to Detail
- Creative Problem Solver
- Effective Team Player
- Dedicated
- Time Management

## Education and Training

**Advertising & Graphic Design Diploma** - Humber College 2025

**Photography - Still & Motion Diploma** - Mohawk College 2018

## Experience

**Freelancing and Student Project Work** – Toronto, ON 2023 - Current

### Editorial Design:

- Designed cohesive visual assets across print and digital platforms, maintaining brand consistency
- Developed templates and marketing materials using Adobe InDesign, ensuring efficient production workflows
- Applied grid systems and alignment principles to create clean, balanced layouts. Selected colour palettes and typography that enhance readability and reflect brand identity
- Retouched and optimized images in Photoshop for use in web and print formats
- Collaborated with marketing teams to translate campaign goals into compelling visual content

### Website Design

- Designed and prototyped interactive website interfaces in Figma, applying core UI/UX principles to enhance user engagement and usability; developed user-centred website features based on detailed persona research, ensuring tailored and intuitive user experiences
- Built and maintained a responsive portfolio website using Webflow, showcasing design projects with clean, modern layouts
- Created wireframes, user flows, and interactive prototypes to clearly communicate design concepts to stakeholders. Conducted usability testing and incorporated feedback to refine interface elements and improve overall functionality

### Creative Ad Campaigns

- Researched and created innovative advertising campaigns using storytelling, metaphors, and emotional elements to engage viewers

- Maintained consistency in tone and messaging across all advertising platforms and executions
- Developed campaign concepts from ideation through to execution, aligning with brand identity and target audience insights
- Created mood boards and visual mockups to showcase campaign direction and aesthetic
- Conducted competitor analysis to identify trends and opportunities for differentiation
- Presented campaign proposals to stakeholders, incorporating feedback to improve final deliverables

#### **Brand Identity**

- Developed cohesive brand identities from concept to execution, including logos, colour palettes, typography, and visual guidelines
- Created brand style guides to ensure consistency across all digital and print materials
- Conducted market and competitor research to inform brand positioning and visual direction
- Designed branded assets such as business cards, packaging, social media templates, and presentation decks
- Collaborated with clients to define brand voice, tone, and visual personality
- Updated outdated brand visuals to align with modern design trends while maintaining the core identity
- Maintained brand consistency across all touchpoints, including websites, advertisements, and internal communications

#### **Graphic Design Intern -- Sagi & Co., Toronto, ON**

2025

- Created brand identity and logos for various companies
- Improved from feedback received in weekly check-in meetings with supervisor
- Created storyboards, sourced and edited promotional videos
- Retouched and optimized images in Photoshop for use in web and print formats
- Collaborated with marketing teams to translate campaign goals into compelling visual content

#### **Photo Production & Sales Representative -- Digital Attractions Inc., Toronto, ON**

2024

- Ensured guests had a positive experience by answering any questions/concerns
- Sold customers their printed photos and explained how to download their digital photos
- Interacted with many people with diverse backgrounds and language barriers
- Organized large volume of photos, separating them into certain categories
- Looked after and maintained all equipment, ensuring it is in working order
- Edited and printed digital photos with special attention to detail

#### **Veterinary Assistant -- Central Toronto Veterinary Referral Clinic, Toronto, ON**

2021 - 2022

- Retrieved and returned pets to owners, answering any question or concerns they had
- Handled and restrained animals of various sizes and temperaments for medical treatments
- Assisted with surgical procedures, including setting up, cleaning and maintain equipment
- Supported veterinarians and technicians in all aspects of emergency care

#### **Freelance Photographer -- Danielle Tonus Photography, Toronto, ON**

Portfolio: <https://www.danielletphotography.com/>

2019 - 2023

- Captured and edited high-quality images for commercial, portrait, and lifestyle clients, ensuring alignment with brand guidelines and client expectations
- Managed all aspects of photo shoots including lighting setup, composition, post-production, and client communication
- Retouched photos using Adobe Photoshop and Lightroom to meet professional publishing standards