

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.

Key Competencies

- Adobe InDesign
- Adobe Photoshop
- Adobe Illustrator
- Layout Design
- Typography
- Advertising
- Web Design
- Webflow
- Brand Identity
- Multitasking
- 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

Graphic Designer – Outpost 379, Toronto, ON

Sept 2025 - Current

- Designing and editing of healthcare and medical related content for digital and print applications, including emails, PowerPoint presentations, social media assets, brochures and advertisements
- Transformed complex medical copy into clear, visually engaging designs that effectively communicated clinical data, with regulatory considerations
- Ensuring all creative output aligns with established brand guidelines, maintaining consistency across all touchpoints
- Participating in virtual meetings to receive project briefs while taking notes and asking any questions to ensure the desired outcome for the client
- Creating mood boards and visual inspiration to inform creative direction and brainstorming sessions
- Preparing final artwork for production and deployment, including formatting, resizing, and exporting files for various platforms
- Collaborating with Copywriters and Editors to update layout and translations of past printed and digital marketing content
- Prioritizing tasks based on urgency and deadline, working with Project Managers to show my progress and discuss details
- Organizing and keeping track of files on company server and personal computer based on client, job number and date
- Meeting with team members to solve design challenges and revising layouts based on internal and client feedback

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

Feb – Apr 2025

- Designed branded assets such as business cards, packaging, social media content, and presentation decks
- Created brand identities from concept to execution, including logos, colour palettes, typography, and visual guidelines
- Applied grid systems and alignment principles to create clean, balanced layouts
- Researched and created innovative advertising campaigns using storytelling, metaphors, and emotional elements to engage viewers
- Developed campaign concepts from ideation through to execution, aligning with brand identity and target audience
- Updated brand visuals to align with modern design trends while maintaining the core identity
- Retouched and optimized images in Photoshop for use in web and print formats
- Created storyboards, sourced and edited promotional videos
- Maintained brand consistency across all touchpoints, including websites, advertisements, and internal communications
- Improved from feedback received in weekly check-in meetings with supervisor

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

2024

- Edited and printed about 500 photos daily with special attention to detail and accuracy using Adobe Photoshop and other company software
- Ensured guests had a positive experience by answering any questions/concerns
- Sold customers their printed photos, explained how to download their digital photos and collected payment through card and cash
- Interacted with many people with diverse backgrounds and language barriers
- Dealt with customer complaints with respect and understanding, while addressing larger concerns to manager or supervisor
- Organized large volume of photos, separating them into certain categories based on time and photo number
- Looked after and maintained all equipment, ensuring it is in working order

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

2021 - 2023

- 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 such as IV placement, injections, scope procedures, ultrasounds and X-rays
- Provided daily exercise through walks or physical therapy, involving disconnecting medical equipment and reattaching after the activity
- Daily feeding, ensuring dietary needs were being met based on each individual patient
- Assisted with surgical procedures, including setting up, cleaning and maintaining equipment
- Supported veterinarians and technicians in all aspects of emergency care including triaging the pet, intake and ensuring medical devices are stocked and working correctly

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

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
- Making sure clients have a great experience through excellent communication and respect
- Scheduled time and location of photoshoots, ensuring all equipment was ready and functioning
- Retouched photos using Adobe Photoshop and Lightroom to meet professional standards

References

Ben Steele
Executive Creative Director at Outpost 379
(416) 455-5531
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Diana Freeman
VP, Client Services at Outpost 379
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Dev Maharaj
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