

# Sarah Millette-Mestre

sarahmillettemestre@gmail.com

kurl.design

(514) 962-5012

Graphic designer specializing in branding and visual identity. I transform ideas into cohesive visual systems that are concept-driven, strategically grounded, and built to connect.

## Experience

**Iris + Arlo** | August 2022 - Present

### Graphic Designer, Illustrator & Photographer

Contribute to branding, illustration, and photography projects, collaborating with marketing, sales, and design teams to turn strategic goals into cohesive visual systems and campaigns.

- Lead brand identity development from concept through final execution
- Design marketing collateral for print, digital, and social platforms
- Create custom illustrations that strengthen brand storytelling
- Plan and execute product and brand photography
- Prepare production ready files for print and web
- Contribute to creative direction and campaign development

**Nordet & Co.** | August 2022 - Present

### Graphic Designer & Illustrator

Contribute to branding and visual communication projects for clients including YHU Terminal, CubicSpace, and Soapygoodness, creating cohesive brand identities and visual systems.

- Design logos and comprehensive brand identity systems
- Create illustrations and visual assets aligned with brand strategy
- Develop layouts for print, digital, and social applications
- Prepare and optimize production-ready print files
- Write copy for brand identity systems, including taglines, messaging, and brand voice
- Collaborate on creative concepts and visual storytelling
- Support marketing initiatives through design-focused solutions
- Ensure consistency across all brand touchpoints

## Skills

### Branding & Visual Identity

Logo design, brand identity systems, visual guidelines

### Web Design

Wireframing, UI layout design, basic Webflow integration, responsive design

### Print & Production

Production-ready file preparation, silkscreen printing

### Illustration & Visual Content

Custom illustration, social media visuals, marketing assets, visual storytelling

### Photography

Product and lifestyle photography, photo editing

### Software

Adobe InDesign, Photoshop, Illustrator, XD, After Effects, Webflow, Figma, shopify

### Languages

Fluent in French and English

## Kempas / Atelier Kempas | 2021 - Present

### Graphic Designer, website designer & Illustrator

Focus on logo design, branding, web design, illustration, and social media, ensuring cohesive visual systems across print and digital platforms for both Kempas and Atelier Kempas.

- Designed company logos and full brand identity systems for Kempas and Atelier Kempas
- Created custom t shirt illustrations and branded apparel for Kempas
- Prepared files for screen printing and managed production for Kempas
- Designed wireframes and complete website layout for Kempas
- Integrated and built website in Webflow for Kempas
- Ensured responsive design, usability, and consistency across all platforms for both
- Managed social media strategy and designed feed visuals for both

## Spleen Cycles | 2024

### Graphic Designer

Assisted in creating a cohesive visual identity and digital presence for a cycling-focused company, contributing to web design and print materials.

- Supported development of visual identity system
- Established visual guidelines for consistent branding
- Assisted in website design and layout
- Created print and digital assets for marketing materials

## Efficient Solutions | 2020

### Logo Designer

Created a professional logo identity for a business solutions company, guiding the project from concept to delivery.

- Led logo conceptualization and design process
- Presented visual concepts to client and refined based on feedback
- Delivered final logo package with production-ready files

## Education

### Dawson College

2019 – 2022

### Graphic Design

### Jeanne-Mance High School

2014 – 2019

### High School Diploma

## Interests

- Silkscreen printing
- Photography
- Design *(everything design related)*
- Environmental sustainability and eco-friendly design
- Plants and gardening
- Hockey *(all sports)*

## Accomplishments & Certifications

CPR & DEA Training - 2025

Anaphylaxis Training - 2021

Silkscreen on Textile Training - 2017

Silkscreen on Paper Training - 2018