

MAYA CERANTOLA

JUNIOR ART DIRECTOR

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PROFILE

Focused creative collaborator with a forward-thinking approach to delivering impactful visuals that tell a compelling story. Fluently bilingual in English and French, with the ability to connect across diverse groups. Skilled at building strong client and team relationships through open, tactful communication.

SKILLS

Core Skills

- Art Direction and Concept Development
- Typography and Layout Design
- Campaign Development
- Storyboarding and Visual Storytelling
- Cross-Platform Design (Print, Digital, Social)

Languages

- Bilingual (French and English)
- Beginner (Italian and Spanish)

Technical Skills

- Adobe Creative Suites (Illustrator, Photoshop, InDesign, Dreamweaver, Premiere Pro)
- Canva
- Figma
- Keynote/PowerPoint
- Photography and Videography (Editing and Shooting)
- Collaboration Tools (Zoom, Teams, Slack)

Soft Skills

- Attentive Listener
- Strong Communication and Presentation
- Team Collaborator
- Creative Thinking
- Problem-Solving Skills
- Deadline-Driven

EXPERIENCE

May 2025 - Present

Freelance Graphic Designer | Toronto, ON

- Designed event invitations and overall visual concept, which resulted in doubling the expected attendance, and creating additional graphic design and event planning opportunities.
- Developed and implemented signage and course graphics for a golf tournament, ensuring cohesive visual direction and seamless event execution.

2017 - Present

Fashion Industry Model | Toronto, ON

- Styled and developed innovative ideas that led to a new design direction while on set, resulting in more impactful visuals and effective promotional outcomes.

Fashion Industry Model | Toronto, ON (cont.)

- Collaborated closely with brands and agencies to translate brand objectives into powerful imagery, promoting products such as jewelry, clothing, and hair care, which drove product demand and boosted sales.
- Contributed innovative input that expanded the creative concept, leading to a stronger visual narrative.
- Thrived in fast-paced, global environments, balancing multiple projects simultaneously with punctuality and adaptability.

2024

Sales Associate/Stylist | Banana Republic | Burlington, ON

- Styled clients by interpreting their needs and translating requirements into cohesive looks aligned with the brand's visual identity.
- Applied design expertise and active listening to deliver personalized, impactful solutions that drove to client satisfaction.
- Communicated by articulating styling decisions and design concepts.
- Collaborated with team members to maintain a communicative and supportive environment.
- Managed multiple client interactions simultaneously, strengthening time management and organizational skills.

2021

Waitress and Bartender | Oakville Golf Club | Oakville, ON

- Coordinated with kitchen staff and event planners to provide high-quality service aligned with member expectations and club standards.
- Collaborated with external teams to conceptualize and implement event plans, ensuring visual and experiential consistency.
- Detail-oriented while multitasking in a fast-paced, high-volume environment, resulting in members experiencing smooth tournaments and special events.
- Demonstrated adaptability and problem-solving while supporting scale-up events and evolving client needs.

EDUCATION

January 2025- Present

Humber Polytechnic, Toronto, ON | Diploma

Advertising and Graphic Design

- Deans List

2021

George Brown College, Toronto, ON | Certificate

Elements of Design in Fashion

2020

British Columbia Institute of Technology, BC | Diploma

Tourism and Hospitality Management

- Deans List

2018-2020

Garth Webb Secondary School | High School Diploma

- Honour Roll

2014-2018

École Secondaire Catholique Sainte-Trinité

ACCOMPLISHMENTS

- Participated in the creation of a short film for the 48-Hour Film Festival (Best use of genre, Best director, Best Score)
- Player, Canada U18 Volleyball National Team (Silver Medal, NORCECA U18 Championships)
- Team Ontario U16 Volleyball Player
- Most Valuable Player, Jr. Volleyball Team (2014–15, 2016–17)