

# 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)