

# Roxie Aronson

Graphic Designer

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rocketrou@gmail.com

250-617-0300

roxiearonson.com

linkedin.com/in/roxiearonson

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## Experience

2021 - Present

**Three Mad Potters** | Prince George, British Columbia | Partner & Founder

Small Batch Pottery Business, Pottery Painting Parties

- Designed workshop and currently lead hands-on workshops of 11 - 50 attendees, providing step-by-step demonstrations to ensure participants understand tools, materials, and techniques; this fosters a creative environment, encouraging confidence and skill development
- Connect with customers as salesperson/cashier at markets
- Design and sculpt various porcelian vessels, including mugs, bowls, teapots, vases, etc.
- Create content for social media, ie. capturing and editing quality photos and videos for promotional content such as reels and more
- Helped set up website by providing written content, and by informing page flow and organization

2021 - Present

**Roxiella** | Prince George, British Columbia | Graphic Designer

Personal Freelancing for Local Businesses

- Communicated effectively with small business owners to reach mutually pleasing outcomes
- Developed logo, branding, and business cards for Three Mad Potters, Gro by Zo, Weir-Dough Cookies, and others with self-taught skills and creative problem solving
- Provided professional quality graphics based on strategy to create strong brand identities

## Education

January 2025 - Present

**Humber Polytechnic** | Online Asynchronous | Diploma

Advertising & Graphic Design

- Deans List (Winter 2025, Summer 2025)

Class of 2024

**SelfDesign Learning Community** | Online | Dogwood Diploma with Honours

High School

- 4.102 Grade Point Average

# Accomplishments

2024

**Prince George District Music Festival** | Prince George, British Columbia | Original Composition

- Certificate of Merit, Gold Seal
- Monetary Prize

2021 & 2023

**PG Library Teen Art Showcase Contest** | Prince George, British Columbia | Category Winner

- Best Use of Materials
- Most Original

2022

**Kids Entrepreneurship Day** | Prince George, British Columbia Farmers Market | Award Winner

- Best Make It

## Skills

### Technical

- Adobe Suite - Illustrator, Photoshop, Bridge, InDesign, Premiere Pro, Acrobat, Express
- Figma
- Procreate
- Canva
- Video Editing
- Photography, hands-on experience shooting manual
- Google Suite - Gmail, Drive, Docs, Slides, Sheets, Gemini
- Microsoft Suite - Outlook, Word, Excel, PowerPoint, Teams, Stream, Copilot
- Apple Suite
- Web Development - Adobe Dream Weaver, CSS, HTML, Wix, Webflow; beginner
- Zoom hosting
- Social Media - Instagram, YouTube, FaceBook
- Languages - English, native; American Sign Language, intermediate
- Writing - Creative, General, Professional, Ad Copy, Editing
- Music - Ableton Live LITE, Harp, Ukulele, Voice
- Square Point Of Sale
- Pottery - Sculpture, Form and Decorative 3D Design, Fettling, Painting, Glazing, Sgraffito

### Personal

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|-------------------------|---------------------------------|
| • Creativity            | • Interpersonal Relationships   |
| • Curiosity             | • Communication - Oral, Written |
| • Critical Thinking     | • Detail Oriented               |
| • Leadership            | • Big Picture Thinking          |
| • Problem-Solving       | • Entrepreneurial Spirit        |
| • Professionalism       | • Agile Multitasking            |
| • Spatial Visualization | • Intuitive thinking            |