

Andre Arabejo

Graphic Designer · Visual Designer · Edmonton, AB, Canada (Open to Remote)

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SUMMARY

Graphic designer with strong visual discipline and structured UX thinking. Experienced building brand and marketing systems, creating clear information hierarchy, and delivering polished, production ready assets across digital and print adjacent work. Comfortable working fast under real constraints and collaborating with founders, marketers, and cross functional partners.

SELECTED DESIGN OUTCOMES

- Shipped branding and digital marketing work for real world projects, producing dev ready and campaign ready deliverables for in progress products.
 - Designed and shipped the Creatif.4 marketing website, defining positioning, information architecture, and visual system to communicate services and credibility.
 - Designed under real constraints including tight timelines (2–3 weeks), evolving requirements, and feasibility limits while maintaining clean visual standards.
 - Designed under **real constraints** including tight timelines (2–3 weeks), evolving requirements, and technical feasibility.
 - Collaborated directly with founders and teams to translate ambiguous goals into clear, on brand visual decisions.
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EXPERIENCE

Graphic Designer | Creatif.4 | Freelance | Canada | November 2024 - Present

- Co founded and operated a multidisciplinary design and marketing studio with UX, graphic design, and marketing collaborators.
- Built brand aligned website visuals and page layouts to communicate service offerings, trust, and clarity.
- Produced high fidelity assets and interactive prototypes to support stakeholder review, marketing, and launch readiness
- Contributed to additional branding and digital design projects across studio clients.
- Collaborated cross-functionally with OTHER designers and marketers, contributing to additional branding and digital design projects.

Visual Designer | Edmonton Edge | MacEwan University (Contract) | Remote, Edmonton, AB | July 2024 – September 2024

- Designed the brand identity and visual direction for Edmonton Edge, a student publication based at MacEwan University.
 - Built core brand assets and a consistent layout system to support editorial content across channels (digital first, scalable to print).
 - Defined typography, spacing, and hierarchy rules to keep articles readable and consistent under real publishing constraints.
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EDUCATION

Bachelor of Design (Graphic Design) | Sep 2022 - 2025

MacEwan University

SKILLS

Visual Design

Brand identity foundations • Typography • Layout and hierarchy • Visual systems • UI visual design • Accessibility aware design

Tools

Figma (Advanced) • FigJam • Adobe Creative Suite • Prototyping (Interactive Flows) • Webflow

Collaboration

Stakeholder communication • Cross functional collaboration • Design handoffs