

# Andre Arabejo

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

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## SUMMARY

Graphic Designer who builds visual systems, not just individual assets—brand identities, editorial layouts, data visualizations, and illustration-driven information design. Work includes a publicly released album package for a Juno-nominated artist, scalable template systems for recurring campaigns, and data-dense infographics balancing density with readability.

## SELECTED DESIGN OUTCOMES

- Designed the **winning album cover and full CD package** for Juno-nominated Métis artist Brianna Lizotte—hand-illustrated artwork selected competitively and manufactured as the official, publicly released packaging through Bent River Records.
- Built a **reusable poster template system** (Limelight) that normalized inconsistent speaker photos via halftone treatment, scaled across 5+ events on print and Instagram, and reduced production to a **1-week turnaround per speaker**.
- Created a **comparative wildfire data visualization** (BC & Alberta, 2019–2023)—macro-to-micro hierarchy with a modular comparison system, consistent year alignment, and flat proportional charts.

## EXPERIENCE

### Graphic Designer

November 2025 – Present

Creatif.4 | Freelance | Canada

- Created website visuals, layouts, and **brand-aligned digital assets** across client projects, translating positioning goals into polished visual outputs.
- Applied **typography, spacing, hierarchy, and consistency** across pages and marketing assets for multiple client engagements.

### Graphic Designer

September 2024 – April 2025

Design Students Organization | Canada

- Designed the **Limelight poster system**—reusable template kit with fixed hierarchy, halftone photo treatment, and dual-format output (print + Instagram) maintaining brand consistency across 5+ events.
- Developed the **Limelight brand identity**: logo, color system, and type hierarchy (Fibra One) for a cohesive, energetic visual language.

### Visual Designer

July 2024 – September 2024

Edmonton Edge | MacEwan University (Contract) | Remote, Edmonton, AB

- Developed the **full brand identity** for Edmonton Edge, a student journalism publication—logo system (cutout + wordmark variants), color palette, and typography (Dazzle Unicase + Avenir) for institutional credibility across digital and print.
- Built a **scalable editorial layout system** with typography, spacing, and hierarchy rules for consistent readability; identity was **adopted by faculty leadership** as the official brand and transitioned to live use.

## SELECTED PROJECTS

### Winston & I Album Cover

Packaging Design

Brianna Lizotte | Bent River Records | MacEwan University

- Hand-illustrated a **complete CD package** (cover, back, disc, booklet insert) for a deeply personal Métis album—expressive typography and a recurring sunset motif, each panel part of a continuous visual story.
- Met **professional print and manufacturing standards**; publicly released, featured on MacEwan's Instagram following a Juno nomination.

### B.C. & Alberta Wildfire Infographic

Data Visualization

Information Design | MacEwan University

- Translated **five years of fragmented provincial wildfire data** into a structured side-by-side visualization—identical chart structures for both provinces, shared scale logic, unified color language reducing cognitive switching.

### Chicken Adobo in 6 Steps

Information Design Poster

Illustration + Information Design | MacEwan University

- Designed a **single-page infographic** treating a multi-step Filipino recipe like UI—progression, hierarchy, icon-based measurement system, and three tiers of information priority so dense content reads as a guided flow.

## EDUCATION

### Bachelor of Design (Graphic Design)

Sep 2022 – 2025

MacEwan University

## SKILLS

**Design** Brand Identity • Typography • Layout Design • Editorial Hierarchy • Visual Systems • Data Visualization • Information Design • Illustration • Packaging Design • Accessibility-aware Design

**Tools** Adobe Creative Suite • Figma (Advanced) • Webflow

**Collaboration** Art Direction Support • Stakeholder Communication • Cross-functional Collaboration