

KATHARINE VELLA LAMARCA

Graphic Designer

PERSONAL INFO

Phone

613.678.0041

Email

katharine.vellalamarca@gmail.com

Website

www.kvldesign.com

TECH SKILLS

Illustrator

InDesign

Photoshop

Acrobat

Microsoft Office

Mac & Windows OS

DESIGN SKILLS

Typography

Print design

Page layout: English & multilingual

Print production/prepress

Colour theory

SOFT-SKILLS

Creativity

Dependable

Time management

Communication

Attention to detail

Patience

Adaptable

Strong interpersonal skills

EDUCATION

Advanced Diploma in Graphic Design
Algonquin College — Ottawa, ON

Proficient in French: CBB

Security: Reliability Clearance

I am a client-focused graphic designer with over ten years of experience. Adept at creative problem-solving and strategic visual communications. Passionate about typography and print design. Looking to join a team where my talents can be utilised to further its mandate.

EXPERIENCE

Public Health Agency of Canada — Ottawa, ON May 2021–Present
Executive Assistant to the Director Nov. 2018–Nov. 2019

- Provide support to the director by drafting correspondence, managing their calendar and emails, fielding inquiries, and maintaining files.
- Provide support to managers and employees by creating layouts, formatting document sets, and general document reviewing.
- Provide logistical support for meetings: sending invitations, securing meeting space, drafting agendas and recording minutes, preparing all required documents, and organizing voice/video conference calls.
- Submitting travel and claims for the director and other divisional employees. Managing bookings of flights and accommodations, as well as travel expense reports.
- Responding to urgent requests in a timely fashion.

Global Affairs Canada — Ottawa, ON August 2019 & May 2021
Independent design contract

- Revision and editing of advocacy documents to account for biligual document sets. This included layouts and type setting.

Embassy of Canada — Washington, DC March 2008–July 2018
Graphic Designer, Public Affairs

- Analysed design proposals providing creative solutions and advice on best practices in visualization, digital and print design, typography, and Government of Canada brand guidelines to embassy staff, Global Affairs, and Consulates General.
- Managed multiple projects simultaneously, from conceptualizing and designing communication products, selecting and coordinating contracts with vendors and contractors in line with Government of Canada procurement guidelines, to delivering final products to clients.
- Designed and produced print, web and social media advocacy products for congressional and stakeholder engagement such as: one-pagers, brochures, including graphs, charts, and infographics with complex messaging and data while maintaining branding, high-quality design standards, readability, and accessibility for diverse audiences.
- Conceptualized and designed promotional and advocacy material for the Canadian Armed Forces such as: pop-up banners, challenge coins, invitations, leave behinds, and branded items.
- Prepared print-ready files: ensuring proper image resolution, bleed, margins, crop marks, CMYK, file size and type, and packaging.
- Supported high profile events by designing invitations, signage, digital presentations, video displays, and branded promotional giveaways.
- Curated embassy gallery exhibits, and assisted artists with the gallery space; created all supplemental materials including large format banners, sandwich boards, and postcards.