

# Yazmin Adam

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## Education

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### Web Development Certificate

**BRAINSTATION** • 2017

### York/Sheridan (YSDN) Bachelor of Design

**YORK UNIVERSITY / SHERIDAN COLLEGE** • 2013 - 2017

### Ontario Secondary School Diploma

**LEASIDE HIGH SCHOOL** • 2009 - 2013

## Proficiencies

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Adobe Creative Suite

Figma

Monday.com

OpenAI

HTML/CSS

Shopify

Squarespace

Instapage

## Experience

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### Art Director

**STUDEO.AI, TORONTO (B2B SAAS START-UP)** • OCT 2022 - PRESENT

I currently oversee a small creative team while working closely with senior leadership to translate strategic initiatives into creative systems. Upon joining the team, I lead a successful company rebrand, implemented creative processes that increased productivity, and ensured brand consistency throughout buyer and customer journeys. My other responsibilities include writing creative briefs, providing direction and feedback for my team, and collaborating with Marketing and Product teams to support their creative needs.

### Intermediate Graphic Designer

**CERTO CREATIVE, TORONTO (BOUTIQUE ADVERTISING AGENCY)** • JUN 2019 - AUG 2022

I worked closely with the creative director to conceptualize and strategize unique solutions that delivered against a client brief. Additionally, I crafted several brand-appropriate print and digital creative outputs that were on-target (soliciting feedback as necessary), lead several successful creative pitches and presentations, and took initiative on both small and large scale projects.

### Junior Graphic Designer

**CERTO CREATIVE, TORONTO (BOUTIQUE ADVERTISING AGENCY)** • JUN 2017 - JUN 2019

I infused creativity in various design projects from concept to completion under the guidance of the creative director. I also executed a high volume of engaging drafts, prototypes, and design solutions across a variety of channels and efficiently revised content based on creative direction and client review.

### Graphic Design Intern

**ICON WORLDWIDE, ZURICH (DEVELOPMENT AGENCY)** • APR - JUL 2016

I gained exposure to working in a foreign country and learned to navigate different workplace standards and dynamics. In this role, I primarily assisted with the design direction of various website and 2D animation projects.