

# Justin Vilela

Senior Graphic/Web UX Designer | Digital Marketer

## INFORMATION

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## SKILLS | EXPERIENCE

Adobe Photoshop | 20

Adobe Illustrator | 20

Adobe InDesign | 20

Branding/Logo Design | 20

HTML | 15

CSS | 15

SEO | 15

Print Page Layout | 15

Wordpress | 12

Figma/Adobe XD | 3

Shopify | 2

Mailchimp | 2

## DESIGN EXPERIENCE

### Senior Graphic Designer/Web UX Designer/Digital Marketer

**Sizzle Creative Group Inc.** | 2014-present | *Vaughan, ON*

- Spearheaded comprehensive branding, graphic design, and user experience (UX) initiatives for Canamould, Aquadesign, and Finally Italian brands, establishing a cohesive visual identity across multiple platforms.
- Developed and executed brand strategies, including the creation of creative materials, content, product catalogues, and collateral. Designed graphics and layouts for diverse applications such as digital media, print, retail environments.
- Led the design, construction, and ongoing maintenance of large-scale web properties. This included corporate websites, online product catalogues, and integrated social media and marketing strategies.
- Crafted assets for online campaigns, promotions, print collateral and email marketing.
- Collaborated closely with internal and external stakeholders to define project scopes and objectives, ensuring alignment with business goals. Managed cross-functional teams to oversee revisions and ensure timely delivery of project deliverables.
- Upheld brand integrity by ensuring consistent application of visual language and guidelines across all communication channels for Canamould and Aquadesign, including sub-brands and product lines.

### Creative Lead and Manager, Operations

**MAS Media Inc.** | 2011-2014 | *Toronto, ON*

- As Operations Manager, prioritized meticulous attention to detail in overseeing the acquisition and operation of various forum community websites.
- Managed the design, construction, and maintenance of all online presences, encompassing corporate websites, social media platforms, and marketing initiatives.
- Led a multidisciplinary team of system administrators, developers, content creators, and community leaders, ensuring seamless operations and optimal performance of all digital assets.
- Directed successful rebranding initiatives for multiple acquired sites, enhancing their market presence and aligning them with strategic business objectives.

### In House Graphic and Web Designer

**OnX Enterprise Solutions Inc.** | 1999 - 2011 | *Toronto, ON*

- Led the creation of complete corporate brand identities from concept to execution, encompassing logo design, print marketing, fully functional websites, and online promotions.
- Successfully developed multiple brands, crafting comprehensive visual identities that include logos, print collateral, and web marketing strategies.
- Designed and produced a full line of printed marketing materials to support brand and product launches, enhancing brand visibility and market penetration.
- Provided essential graphic design support to the sales team, creating impactful presentation slides and custom graphics to facilitate effective sales pitches and client presentations.

## EDUCATION

**Humber College** | 1995 - 1998 | *Toronto, ON*

### Industrial Design Diploma

Studies included:

- Ergonomics and human interaction design
- Marketing and product development
- Graphic design, typography, layout and colour theory
- Brand development