



muhammadali jaffer
graphic designer

647-405-2442
muhammadalijaffer.com
contact@muhammadalijaffer.com

objective

Seek a position as a Graphic Designer where I can expand on my skills, broaden my knowledge and develop my professional career.

software

Adobe Creative Suite (Photoshop, Illustrator, InDesign), QuarkXPress, Sublime Text, Microsoft Office (Word, PowerPoint, Excel), CorelDraw, Salesforce, MailChimp, MODX (CMS), Teamwork (PMS)

skills & tools

Print, Logo Design, Packaging, Basic HTML & CSS, Photography, Image Manipulation, Typography, Layout, Photo Retouching, Concept Development, File Preparation

education

Intro to HTML & CSS and Responsive Design
Juno College of Technology, Toronto, ON 01/2014 to 04/2014

Graphic Design Advanced Diploma
Humber College, Toronto, ON 01/2007 to 04/2010

work experience

Marketing Specialist
Green Belting Industries Limited, Mississauga, ON 01/2020 to Present

- Designed marketing content that supports sales growth while maintaining branding guidelines and ensuring projects are consistent and clear on strategic message.
- Created content for social media, brochures, blogs, training guides, templates, and other internal/external documents.

Graphic Designer (Contract)
Xerox Corporation Canada, Toronto, ON 01/2019 to 05/2019

- Provided graphic support and design services for their supplier agency a Marsh & McLennan Companies subsidiary within Canada.
- Created brochures, PowerPoint presentations, graphs, summary of insurances, underwriting submissions, policy wordings, renewal reports, service team charts, and insurance program charts.

Freelance Graphic Designer
www.muhammadalijaffer.com, Toronto, ON 07/2017 to Present

- Design consultation and creative services.
- Networking, seeking projects, negotiating fees, discussing requirements, developing new ideas, presenting solutions to clients, and ensuring projects are completed on time.

Graphic Designer (Intermediate)
Tamco Group Canada, Caledon, ON 02/2016 to 06/2017

- Established and implemented branding and image on all print and web based documents for Tamlite Lighting, Centaur Installation, Fusion Lamps, First For Performance (F4P), and Motor Control Gear (MGC).
- Developed marketing collateral such as web content, e-mail campaigns, packaging, catalogues, spec sheets and POP displays.



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Graphic Design Consultant

Staples Canada (Head Office), Mississauga, ON

02/2012 to 07/2015

- Created custom designs for invitations, flyers, banners, business cards, logos etc for small business and other Staples Copy and Print clientele.
- Assisted clients through an interactive web-camera medium while supporting multiple stores across Canada and being responsible for driving sales and building repeat business for services.

Junior Designer / Intern

Reactor Art + Design, Toronto, ON

09/2010 to 10/2010

- Designed brand identity design for Wolff PR.
- Worked in conjunction with the Creative Director, Artist Representative(s), and Web Designer to study design briefs and determine requirements.