



# Joshua Worme

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## SUMMARY

Passionate, analytical and creatively strategic designer with 5 years' experience creating distinctive, eye-catching designs that push the envelope and challenge the client, while applying a visual identity to remain decidedly on brand. I believe that little details reflect big ideas and this together with my drive, determination and unyielding dedication to excellence has helped me to create pixel-perfect, impactful and effective solutions across several channels and industries.

## EXPERIENCE

### Association of Caribbean Students

SEP '16 - APR '21

#### Lead Graphic Designer

- Conceptualized and designed dozens of effective on-brand promotional images and videos utilizing feedback and an analytical, iterative approach using Sketch, Illustrator and Photoshop, increasing brand recognition and event interest.
- Independently managed multiple projects simultaneously across teams using excellent time management skills to deliver on-time and on-budget results.

**Key Achievement:** held multiple leadership roles and spearheaded a complete rebranding of the club, creating a new visual identity and design language from start to finish to more accurately reflect the Caribbean image using ethnography.

### Purolator

JAN '20 - APR '20

#### Designer & Web Developer

- Effectively partnered with multiple teams to create dozens of webpages in keeping with brand guidelines, increasing page-specific view time by 75%.

**Key Achievement:** after finding systemic errors between our website and brand guidelines, launched and coordinated a compliance project between internal and external teams to bring strategic decisions in line with content strategy.

### University of Waterloo - SSO

JAN '19 - APR '19

#### Graphic Designer

- Leveraged innovation to automate and expedite several visual design processes across the Adobe Suite using JS, radically reducing completion times by 98%.

**Key Achievement:** headed a project to articulate innovations mentioned above and present them to external teams, emphasizing benefits, ease-of-use and ROI.

### Rogers Stationery

MAY '17 - AUG '17

SEP '15 - AUG '16

#### Brand Marketing Specialist

- Actively listened to and sought out customers' feedback and problems to design custom solutions and improve product and service offerings.

**Key Achievement:** introduced and executed an initiative to refresh entire corporate identity including positioning for an office supply company with a 50-year history.

## EDUCATION & INTERESTS

### Bachelor's of Business Administration

Conc. in **Marketing**, Minor in **Computer Science**

Wilfrid Laurier University, Waterloo, ON

SEP '16 - APR '21

Astute observer of brands, actively following industry news and trends; eagerly seizing every opportunity to create a brand / branded experience.

## SKILLS

### Soft Skills & Design Methods

Logo design | Typography | White space | Colour  
Information hierarchy | Lines | HTML | CSS | JS  
Eagerness to learn | Ability to present designs

### Tools

Sketch | Illustrator | InDesign | Lightroom  
Photoshop | XD | After Effects | InVision