



ALYCIA **BLAY**

WWW.ALYCIABLAY.COM

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416 803 5974

PROFILE

Multi-talented designer able to work across multiple fields

Capable of leading a team or working independently

Detail-oriented creative thinker and problem solver

Leading, coordinating and completing all project tasks

Excellent at working with tight deadlines and branding constraints

Goal-oriented and self-motivated

Strong typography skills

SKILLS

Proficient in Illustrator, Photoshop, InDesign, Acrobat, Microsoft Office. Experience in HTML, CSS, Javascript.

SPECIALTIES



PACKAGING



LOGOS



PRINT



BRANDING



MARKETING



TYPOGRAPHY

EXPERIENCE

SENIOR DESIGNER

Gildan Apparel Canada | 2014 - Present

Successfully manage and co-ordinate design projects from concept through completion. Overseeing and designing all elements of the brand, including product design, co-ordination and art direction. Working as design lead, coaching, developing, mentoring, and managing team of designers. Work closely with clients to create vision, conceive designs, and consistently meet deadlines and requirements. Self-motivation, strong collaboration skills, and the ability to deliver constructive feedback.

Clients include: Walmart, Costco, Shoppers Drug Mart, London Drugs, Mark's

GRAPHIC DESIGNER

Doris Inc. | 2006 - 2014

Design packaging, logos, signage, brochures, point of purchase materials & displays. Evaluates feasibility of design ideas and develops packaging solutions that highlight product features and benefits. Elevate print and digital marketing materials. Ensures customer expectations and requirements are met regarding brand and account, including all presentation materials.

Clients include: Zellers, Target Canada, Hudson's Bay, Sears, Rexall, Moore's

JUNIOR GRAPHIC DESIGNER

Doris Inc. | 2004 - 2006

Catalogues, presentations, packaging design and mock-ups. File preparation and output, prepress, and printing. Fashion direction and trend reporting for major Canadian retailers.

GRAPHIC DESIGNER

Freelance | 2003 - PRESENT

Design logos, brand identities, and print materials for a wide variety of clients.

EDUCATION

GEORGE BROWN COLLEGE

Diploma, Graphic Design
Major in Corporate Design

Certificate, Internet Publishing