




Brit Theis

graphic designer

 brittheis.ca  416-909-0923  brit@brittheis.ca

Design:

- Lead designer of Conservation Halton's first annual report.
- Lead designer of all the design elements of the archaeology room in the Wolf Clan Longhouse at Crawford Lake Conservation Area.
- Create signage for Halton Parks, ranging from interactive, way-finding, informational and promotional.
- Prepare pieces for pre-press, or provide in-house production support as needed. The latter including printing with a large format printer, mounting, trimming/cutting, numbering and assembly.
- Develop and manage all creative and marketing for The Tool Doctor Ltd. and Play It Again Sports Whitby.
- Developed digital creative and motion graphics for the bi-annual Hyundai Canada Parts and Service campaign.
- Created direct mail and email marketing for automotive clients nationally. Including all creative for the Dealership Retention Program at Epsilon.
- Responsible for all photo editing of the product and on-figure images on Northern Reflections' e-commerce website.
- Develop marketing, advertising and in-store signage for Northern Reflections.
- Worked with a team to create marketing materials for Conservation Halton, Northern Reflections, Sobey's, Jaguar Land Rover, Subaru, Volvo, Volkswagen, Hyundai.
- Ensuring brand consistency through all touch points, and platforms has been a key priority in all positions.

Business:

- Managed the email marketing system for all automotive clients at Epsilon.
- Prepare RFQ's and work directly with printers in creating

materials ranging from seed packets and brochures to large scale installations, posters and way-finding signage.

- Comfortable with front-end web development. Managed the Northern Reflections e-commerce website and semi-weekly email deployment.
- Coordinated monthly photo shoots at Northern Reflections.
- Streamlined photo filing system at Northern Reflections.
- Excellent project management skills have been required in all positions. This has been exceptionally important at Conservation Halton, where we see several concurrent projects of varying scale and timelines through from beginning to end.

Communication:

- Assist in the development of event names, advertising taglines, copy and descriptions for Conservation Halton marketing materials.
- Developed excellent repertoire with Account Executives, who worked directly with the client at Epsilon.
- Oversaw and generated all copy for product descriptions on e-commerce website for Northern Reflections.

NOTABLE PROJECTS & RECOGNITION

- Created two exhibitions for Crawford Lake Conservation Area —“First Harvest” and “On The Water”
- Created and grew the Little People of Ontario Sports program from seven athletes in the inaugural year, to over 50 athletes at the most recent event
- Designed the World Dwarf Games logo and collateral, including all marketing and way-finding pieces

CREATIVE NICHE

Freelance Graphic Designer
2013 - 2014

EPSILON

Graphic Designer
2015 - 2017

SELF-EMPLOYED

Freelance Graphic Designer
2011 - Present

REGION OF PEEL
Graphic Designer
2012

NORTHERN REFLECTIONS
Junior Graphic Designer
2013 - 2015

CONSERVATION HALTON
Graphic Designer
2017 - 2018

EDUCATION

George Brown College

Graphic Design
with honours

Lakehead University

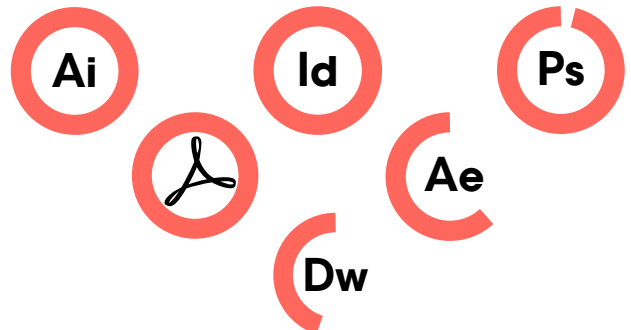
Bachelor of Arts

VOLUNTEER EXPERIENCE

Planning Committee for the 2017 World Dwarf Games
(2015 - 2017)

Board Member of the Dwarf Athletic Association of Canada
(2012 - Present)

Sports Director for the Little People of Ontario
(2009 - Present)



Additional technical skills include Photography, Adobe Bridge, Microsoft Word & Powerpoint, as well as email deployment programs such as Cakemail, Mailchimp & Constant Contact.