



MONICA BARAN

illustrator · visual designer

Contact



monicabaran.design



monica.baran@outlook.com

Skills

Design

- Illustration
- Editorial
- Layout/Composition
- Typography
- UI/UX
- Colour theory

Tools

- Illustrator
- Photoshop
- Adobe XD
- Figma
- After Effects
- Marketo
- Microsoft Office
- Trello

Language

- Basic HTML/CSS

Interpersonal

- Flexible & Adaptable
- Quick technical learner
- Quick problem solver

Experience

Junior Graphic Designer

January 2022 - March 2023

DigitalEd, Waterloo, ON

- Collaborated closely with the Corporate and Product Marketing team as well as People and Culture, designed a wide range of branded media including but not limited to — print and web collateral for the brand, demand generation, and sales enablement.
- Designed the layout and UI of the current website, social cards, social ads, event banners, and campaign assets. Created visual assets for both paid digital advertising and brand promotion on all social media channels.
- Working with the US and UK corporate Marketing Managers and the Digital Marketing Specialist, creating compelling visuals for demand and lead generation campaigns such as virtual and live events, digital advertising, and email campaigns.

Motion Graphics Designer (Freelance)

May 2018 - Present

FliP University, Kitchener, ON

- Illustrating and designing for online courses that help fuel collaboration, enhance creativity, and develop today's essential workplace capabilities while maintaining brand consistency.
- Video production included storyboarding, video and audio editing, as well as implementation of motion graphics. Lo-fi wireframes, revisions and mockups were made for website conferences.

Graphic Designer

March 2021 - June 2021

Digital Main Street Future Proof, Communitech, Kitchener, ON

- While collaborating with a team, worked and communicated with several clients to design assets such as iconography, illustrations, social media assets, and motion graphics to help these small businesses thrive online.

Visual Designer

January 2021 - March 2021

Medly Labs, Kitchener, ON

- Proposed and created illustrations, marketing material and brand revisions that are accessible across several media platforms with pristine detail.
- Frequently collaborated with the UX designer to create stunning designs that allows anyone to become a musician.

Graphic Designer

September 2020 - December 2020

Digital Main Street Future Proof, Communitech, Kitchener, ON

- In a small tight-knit team, developed graphics, animations, and aid in web design to help create a digital presence for small businesses. Supported these businesses through various medias in order to help them adapt to changes in their sector.