

# Chloe Pietrasiak

## Senior Graphic Designer

www.chloep.co  
chloepietrasiak@gmail.com  
Linkedin  
Mississauga, ON

### Professional Experience

Passionate, dynamic, and detail-oriented Senior Graphic Designer offering 5+ years of experience driving the delivery of design and branding projects for industry-leading companies. Recognized throughout career for possessing a meticulous eye for detail, a knack for storytelling, and a proven history of tailoring approach to meet the specific needs of target audiences. Proven history of leading cross-functional teams in all aspects of creative development – from initial conceptualization and strategic planning through to delivery and evaluation. Confident and articulate communicator who builds strong working relationships and effectively collaborates with diverse stakeholders on a day-to-day basis.

Senior Creative Designer2026

Alida- Toronto, ON

- Lead art direction for integrated campaigns, defining visual concepts that align with brand strategy and business objectives
- Develop and present creative concepts, mood boards, and visual directions to stakeholders, guiding projects from ideation through execution
- Establish and evolve Alida’s visual identity, ensuring a cohesive and elevated brand presence across all channels
- Oversee the execution of digital assets across web, social, email, and paid media, ensuring high-quality output
- Provide creative direction and feedback to designers, fostering consistency and elevating overall design quality
- Drive the development of scalable design systems, templates, and iconography for cohesive brand application
- Manage multiple campaigns simultaneously while maintaining a strong attention to detail and brand integrity

Senior Graphic Designer2025-2026

Staples Canada - Richmond Hill, ON

- Lead creative execution for national marketing campaigns and vendor-funded promotions across digital, print, and eCommerce channels.
- Collaborate with marketing, UX, and merchandising teams to ensure cohesive brand storytelling and alignment with strategic objectives.
- Design and adapt full-width hero banners, lifestyle imagery, and campaign templates, maintaining visual balance and adherence to safe-zone alignment standards.
- Mentor junior designers and provide art direction on production templates and layout consistency.
- Optimize workflow processes to improve turnaround efficiency and creative output across multiple platforms.

Graphic Designer2023-2025

Staples Canada - Richmond Hill, ON

- Oversee the weekly production of promotional banners for the Staples.ca homepage and landing pages
- Work closely with the site operations and marketing teams to gather requirements and elevate user experience
- Played an integral role in redesigning the Staples.ca homepage and improving engagement rates by over 24% by upgrading the site visuals and functionality to attract the target B2C consumer base
- Gained compliance with the Accessibility for Ontarians with Disabilities Act (AODA) and enhanced web design continuity and consistency by revamping brand standards to enrich structure and usage across all digital platforms

Graphic Designer2023

Yogen Früz - Markham, ON

- Performed graphic design and photo manipulation for Yogen Früz, Fruz Tea, Sweet Jesus, and Yogyurty’s brands
- Designed social media marketing and in-store print collateral for brand campaigns across 24 stores Canada-wide
- Generated user personas, site maps, and competitive analysis using qualitative and quantitative research methods
- Increased social media presence by over 10% for the 4 signature brands by consistently posting new content to maximize the reach of new products, brand flavours, best sellers, and other popular menu items fronted
- Heightened sales by up to 20% for the 4 signature brands by fronting several successful multi-channel campaigns to launch new flavours and optimized Yogyurty’s website to dramatically augment the user friendliness

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Professional Experience

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| <b>Ui/UX Designer</b>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                          | 2022 |
| BrokerPocket - Mississauga, ON                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                 |      |
| <ul style="list-style-type: none"><li>•Tasked with participating in the cross-function project to redesign BrokerPocket’s website and mobile screens</li><li>•Created user flows, UI components, mockups, prototypes, and responsive design systems for desktop and mobile</li><li>•Supported product development lifecycle and produced social media posts and banners for organic and paid ads</li><li>• Boosted new user engagement by 45% in only 3 weeks by strengthening design standards on social media and introducing branded hashtags, high-fidelity product mockups, and how-to and collaboration videos</li></ul> |      |

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| <b>Graphic Designer</b>                                                                                                                                                                                                                                                                                                                                                                       | 2021 |
| MeadowBrook - Mississauga, ON                                                                                                                                                                                                                                                                                                                                                                 |      |
| <ul style="list-style-type: none"><li>•Contributed digital designs to the rebranding of Meadowbrook’s brand identity across print and digital marketing</li><li>•Modernized the visual designs for events, pitches, and campaigns to promote the new MeadowBrook Academy and establish a strong and consistent brand identify for the educational program geared towards newcomers.</li></ul> |      |

Education

|                                                               |      |
|---------------------------------------------------------------|------|
| <b>Ai for Designers</b>                                       | 2025 |
| Interaction Design Foundation                                 |      |
| <b>Ui Design Patterns for Successful Software</b>             | 2025 |
| Interaction Design Foundation                                 |      |
| <b>Certificate Member</b>                                     | 2024 |
| Interaction Design Foundation                                 |      |
| <b>Google UX Design Specialization</b>                        | 2023 |
| Coursera                                                      |      |
| <b>Honours Bachelor of Interaction Design</b>                 | 2021 |
| Sheridan College - Oakville, ON                               |      |
| <b>Certificate in Creative Leadership and Problem Solving</b> | 2020 |
| Sheridan College - Oakville, ON                               |      |
| <b>Art Fundamentals</b>                                       | 2017 |
| Sheridan College - Oakville, ON                               |      |

Memberships

|                                                 |
|-------------------------------------------------|
| <b>Monday Girl</b>                              |
| <b>AIGA: American Institute of Graphic Arts</b> |

Key Strengths & Skills

Graphic Design & Branding, Mockups & Prototyping, UI & Accessible Design, Project & Budget Management, Web Design & Social Media, Storyboarding & Visual Layouts, Team Building & Leadership, Purchasing & Procurement, Multitasking & Priortization

Technologies

Figma & Fig Jam, Adobe Creative Suite, Adobe Express, Jira, Monday, Slack, Miro, Mural, Canva, Later, HTML / CSS, MS Office, ChatGPT, Sora, Google Gemini