Chloe Pietrasiak

Senior Graphic Designer

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

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.

Professional Experience

Digital Designer
Present

Loblaws Digital- Toronto, ON

•Spearheaded the redesign of PC Optimum email experiences as part of the latest creative update, evolving layouts and visual treatments to create a more cohesive and engaging digital experience.
•Contributed to the development of brand assets for the PC Optimum digital experience app, translating brand direction into polished, digital-first creative.
•Collaborated with cross-functional teams to develop digital creative that aligns with brand guidelines, campaign objectives, and the overall customer experience.
•Designed and delivered digital assets across PC Optimum touchpoints, ensuring visual consistency and quality across multiple customer-facing experiences.
•Partnered with UX, product, marketing, and project stakeholders to translate creative briefs and business objectives into effective digital design solutions.
•Applied strong knowledge of typography, layout, visual hierarchy, accessibility, and responsive design principles to create polished digital experiences.

Senior Creative Designer
2026

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 Designer
2025-2026

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 Designer
2023-2025

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

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Professional Experience

Graphic Designer 2023
Yogen Früz - Markham, ON

•Performed graphic design and photo manipulation for Yogen Früz, Fruz Tea, Sweet Jesus, and Yogurty'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 Yogurty's website to dramatically augment the user friendliness

Ui/UX Designer 2022
BrokerPocket - Mississauga, ON

•Tasked with participating in the cross-function project to redesign BrokerPocket's website and mobile screens
•Created user flows, UI components, mockups, prototypes, and responsive design systems for desktop and mobile
•Supported product development lifecycle and produced social media posts and banners for organic and paid ads
• 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

Graphic Designer 2021
MeadowBrook - Mississauga, ON

•Contributed digital designs to the rebranding of Meadowbrook's brand identity across print and digital marketing
•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.

Education

Ai for Designers 2025
Interaction Design Foundation

Ui Design Patterns for Successful Software 2025
Interaction Design Foundation

Certificate Member 2024
Interaction Design Foundation

Google UX Design Specialization 2023
Coursera

Honours Bachelor of Interaction Design 2021
Sheridan College - Oakville, ON

Certificate in Creative Leadership and Problem Solving 2020
Sheridan College - Oakville, ON

Art Fundamentals 2017
Sheridan College - Oakville, ON

Memberships

Monday Girl

AIGA: American Institute of Graphic Arts

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, Coda, Monday, Slack, Miro, Mural, Canva, Later, HTML / CSS, MS Office, ChatGPT, Sora, Google Gemini