

JANELL ALM

GRAPHIC DESIGNER



PROFESSIONAL SUMMARY

With over 16 years of experience as a Graphic Designer, I have developed a deep expertise in visual communication, branding, and creative strategy across print and digital platforms. My work blends artistic vision with technical precision, producing designs that not only capture attention but also deliver clear, impactful messages. I am proficient in Adobe Creative Suite (Photoshop, Illustrator, InDesign) and have experience managing projects from concept to completion, collaborating with clients, marketing teams, and vendors to ensure a cohesive brand identity and high-quality results. My extensive experience has refined my ability to balance creativity with business objectives, consistently meeting deadlines and exceeding expectations in dynamic, collaborative environments.

REFERENCES

Available on request

EDUCATION

+ Diploma in Graphic Design and Multimedia

Centre for Arts and Technology
2007 - 2008

JOB EXPERIENCE

+ Creative Lead | 2008 - 2025

Centre for Arts and Technology

- Responsible for all visual aspects of the college's brand, including but not limited to internal and external brand management, print and digital marketing materials, and basic video editing
- Managed the college's internal marketing and design assets, including working files, finished materials, photographs, brand identity documents, and other design elements
- Event planning and backend management for both online and in-person events
- Marketing strategy and online customer experience management

SKILLS

+ Core Competencies

- Adobe Creative Suite
 - XD
 - Photoshop
 - Illustrator
 - InDesign
 - Acrobat Pro
- Canva
- Microsoft Office Suite
- WordPress
- CRM Software (Hubspot)

+ Software Skills

- Brand Identity & Visual Systems
- Marketing & Advertising Design
- Print Production
- Digital & Social Media Design
- Creative Direction
- Packaging Design
- Art Direction
- Campaign Development
- Typography & Layout
- Vendor & Agency Coordination

CONTACTS AND PORTFOLIO

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PORTFOLIO
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