



905 609 1597
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www.kristineplanche.com

SKILLS

- Sketch
- InVision
- Balsamiq
- Illustrator
- InDesign
- Photoshop
- Bootstrap 3
- HTML
- CSS/Sass
- Some knowledge of jQuery and Javascript
- Responsive design

EXPERIENCE

DESIGNER, Goods & Services Branding

January 2016–Present

- Working on a variety of branded digital- and print-based projects ranging from tradeshow banners and company brochures to conducting competitor analyses, developing wireframes and applying branding elements to aforementioned wireframes when redesigning websites

INDEPENDENT DESIGNER, Kristine Planche Design

October 2011–Present

- Created logos, print books, product specs and diagrams, UI designs for self-initiated apps and websites, various marketing materials, and digital illustrations for various clients and self-initiated projects

GRAPHIC DESIGNER (MULTI-DISCIPLINARY), Ritual.co

January 2015–August 2015

- Designed and developed frameworks for internally-based tools with HTML, CSS, Bootstrap 3, and jQuery/Javascript
- Updated and expanded the Ritual.co website
- Expanded on the Ritual app by creating new and updating existing features using Sketch to create wireframes, mock-ups, and user journey diagrams
- Created internal and external marketing materials including promotional merchant cards, flyers, posters, event banners, and business cards
- Collaborated with the Engineering team during redline meetings and during the creation of app and web features as well as internal tools
- Collaborated with co-workers in an Agile start-up environment

GRAPHIC DESIGNER (INDEPENDENT), Jomar Motosports

December 2014–February 2015

- Designed technical drawings and product specs for production overseas
- Modified Spyder accessories for production
- Designed packaging and header cards for products
- Created new logos for an expanded line of products

GRAPHIC DESIGNER (VOLUNTEER), Habitat for Humanity

June 2014–December 2014

- Created a unique and youthful branding style, marketing materials, and other graphic elements for the organization
- Managed projects and supervised a team of designers, giving them assistance and advice; made sure other designers followed the branding styles specified

DESIGN INTERN, Entro Communications

July 2013

- Aided in the development of branding solutions for various clients
- Created and modified interior building maps and main directories
- Aided in the development of environmental graphics for an airport
- Organized text for donor recognition wall of a local post-secondary institution

DESIGN INTERN, OnBrand (now Bruce Mau Design)

May 2013

- Modified sell sheets and package labels to accommodate French text and other client requests
- Created promotional materials for client events incl. game pieces, t-shirt graphics, posters, etc.



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EDUCATION

PART-TIME UX DESIGN

HackerYou

June 2016–September 2016

- A course to refresh both the fundamentals and advanced techniques of the UX design process (with a focus on research).

PART-TIME JAVASCRIPT & JQUERY

HackerYou

September 2015–December 2015

- A course teaching the fundamentals and more advanced techniques of JavaScript and jQuery.

FRONT-END WEB DEVELOPMENT IMMERSIVE

HackerYou

September 2014–November 2014

- A full-time, hands-on bootcamp lead by industry-leading professionals. This project-based immersive teaches students a variety of languages and tools including: HTML5, CSS3, JavaScript, jQuery, APIs, WordPress, Git, responsive design, and design theory.

HONOURS BACHELOR OF DESIGN (B.DES HONS–CUM LAUDE)

York University/Sheridan College Joint Program in Design

September 2010–April 2014

- Dean's Honour Roll, 2010–2014
- Golden Key International Honour Society, 2012–2014