

Charlene Roth

Senior Graphic Designer

 Montréal, QC

 roth.charlene@gmail.com

 514-586-3536

 [Visit my portfolio](#)

About

With a formal education in Fine Arts and Design, I am constantly learning new skills and finding inspiration in my every day surroundings. My design style varies per project and I am able to effortlessly adapt to different styles as needed. I really enjoy picking apart important information and transforming that into something beautiful, meaningful and engaging. I often work alone and really appreciate collaborating with others, because different perspectives allows for a wider range of skills and possibilities.

Skills

Adobe CC Suite:

Photoshop, Illustrator, InDesign, Adobe XD, Adobe Express, Acrobat

Microsoft Suite:

Powerpoint, Word, Outlook

Klaviyo, BigCommerce, Shopify, Wordpress, Canva, Basic HTML/CSS Knowledge, Conceptualizing, Directing, Project Management

Photography, Lighting, Large Format Digital Printing, Stahls Hotronix Heat Press

Languages:

English, French

Experience

June 2023 – Present

SENIOR GRAPHIC DESIGNER (MARKETING)

Lanctôt Sports · Ville Saint-Laurent, QC

Designing for 5 textile & fashion brands. Working closely with marketing, ecommerce and copywriters to create compelling and creative campaigns for social media, organic/paid ADS, social media posts and emails. Designing brand guidelines, icons, logos, hang tags, catalogues, as well as retouching product and lifestyle photography. Preparing and printing in-store promotional material. Designing and integrating websites on Shopify, while working alongside developers. Collaborating with junior graphic designers, reviewing their work and teaching them best practices in design research, layout and techniques.

Feb 2023 – Oct 2023

GRAPHIC + WEB DESIGNER

The Creative Studio by Veevee · Montréal, QC

Assisting the studio with their client based projects while following existing brand guidelines. Designing book press kits, books covers, logos, digital and print marketing materials, trade show booths, email campaigns, and websites in Wordpress.

Sept 2021 – Feb 2023

GRAPHIC DESIGNER

KPI Digital Solutions · Ville Saint-Laurent, QC

Designing powerpoint presentations, branding, brand guidelines, applications, websites, email campaigns, infographics, case studies, and social media graphics. Worked closely with the marketing team.

Established a brand image for their mining division, KPI Mining Solutions. Designed their logo, brand guidelines, social media graphics, powerpoint presentations, word templates, in-app icons, infographics and website.

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Education

2009 - 2012

BFA, Design Major
Concordia University
Montréal, QC

2007 - 2009

DEC, Fine Arts
Dawson College
Montréal, QC

Volunteer Work

May 2016 – Sept 2016

GRAPHIC DESIGNER

Danse à la Carte

Feb 2014

GRAPHIC DESIGNER

The Canadian Liver Foundation

Experience (Continued)

Feb 2015 – Apr 2021

GRAPHIC DESIGNER

Circle Sales & Import LTD. · Montréal, QC

Designing packaging, mockups, branding, logos, product catalogues, digital promotions and email blasts. Updating the company website, photographing products, retouching images, communicating with suppliers. Managing the entire art department, working alone and supervising/collaborating with assistant graphic designers.

Jan 2013 – Feb 2015

GRAPHIC DESIGNER

Amacor Marketing · Ville Saint-Laurent, QC

Designing packaging, logos, catalogues, mockups, trade show assets, promotions and email blasts. Printing and preparing illustrations for digital print transfers. Applying transfers to bags, hats, and garments.

Aug 2012 – Oct 2012

GRAPHIC DESIGNER

FPC Global Solutions · Montréal, QC

Updating websites using HTML + CSS. Customer service.