

REJEANNE DE JONG

PRODUCT DESIGNER

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WORK EXPERIENCE

Freelance Graphic/Web Designer

NOV 2017 - PRESENT, TORONTO, ON

- Took on a lead web design role for Wingfield Digital, heading off the design and maintenance of responsive websites for 14+ brands in collaboration with web developers and project managers
- Created web assets and maintained a database of web-optimized campaign materials for Wingfield Digital
- Regularly provided Clean Eating magazine with editorial illustration and design to enhance visual appeal of articles for their 221,000 subscribers

Junior Designer | Arrivals + Departures Creative Agency

SEPT 2018 - 2019, TORONTO, ON

- Pitched and executed design concepts for national advertising campaigns for financial, retail and entertainment clients alongside other creative team members
- Translated ad campaign designs to a variety of media, including digital billboards, print ads, social media posts and retail displays
- Regularly headed retail design campaigns for one client with 170+ store locations across Canada
- Provided in-house illustration and icon creation where needed to enhance brand uniqueness and reduce cost of projects for clients

VOLUNTEER EXPERIENCE

Graphic Designer | Science Rendezvous, University of Toronto

JAN 2018 - 2019, TORONTO, ON

Collaboratively created designs for TTC subway banners, brochures and social media content to promote U of T's public street festival aimed at getting kids interested in S.T.E.M. fields

EDUCATION

BrainStation | Diploma Candidate, User Experience Design

JUNE 2020 - SEPT 2020, TORONTO, ON

Humber College | Graphic Design, Advanced Diploma

SEPT 2015 - MAY 2018, TORONTO, ON

- Received Humber College Academic Award of Excellence and Loblaw's Scholarship

SKILLS

Sketch, Figma, Photoshop, Illustrator, InDesign

PROFILE

With a background in graphic design, my goal has always been to communicate with people in a way that attracts, delights and informs. Now as a product designer, my goal remains the same, but with a deeper understanding of the users' needs. In a world where our daily interaction with technology is increasing, I believe humanizing the digital tools we use is of utmost importance