



JORDYNN M. LUCIER

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647.829.9623
jordynn@gmail.com
portfolio.jordynnmackenzie.com

Highly creative, multi-talented graphic designer with keen interests in art, sewing and fashion seeking employment in an artistic position. Experience producing professional quality materials for both print and multi-media applications from planning stages to execution. A motivated team player with an eye for great design.

EDUCATION

Bachelor of Fine Arts in New Media **2004 – 2008**
Ryerson University, Toronto, ON

- ◆ Areas of emphasis included website design and development, graphic design, multimedia production and textile design

Awards and Achievements

- ◆ Dean's List recipient for eight consecutive semesters
- ◆ Graduated with Honours
- ◆ Promotion of Social Consciousness Award – Fourth-year Thesis Project, SoftCorps

TECHNICAL PROFICIENCY

PLATFORMS Macintosh OS 9/X,
Windows XP/Vista/ME/2000

APPLICATIONS Adobe Illustrator, InDesign,
Photoshop, Dreamweaver, Flash,
Microsoft Office Suite (Word, Excel,
Outlook), Internet Explorer, Firefox,
Opera, Safari
Highly adaptable to new software

WORK EXPERIENCE

Graphic Artist
H.A. Kidd & Co. Ltd.

- ◆ Created dynamic sell sheets, catalogues and packaging designs for craft products that were sold nation-wide

Brand Manager, Designer and Producer
Jordynn Mackenzie - April 2008 to Present

- ◆ Sole operator of Jordynn Mackenzie, a small textile design business specializing in products for the individual including handbags, wallets, pillows and sewing patterns

Lead Graphic Designer/Website Administrator
Ryerson University - Career Centre - Sept. 2007 to May 2009

- ◆ Collaborated with design team to produce high quality computer-generated advertising materials for print and online publications from concept to completion

Lead Graphic Designer
Ryerson University - Career Centre - Sept. 2005 to Sept. 2007

- ◆ Worked collaboratively with the design team to revitalize the Career Centre's marketing materials with attractive and engaging designs for print and online publication

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INTERPERSONAL & COMMUNICATION

- ✦ Demonstrated ability to communicate professionally with staff members and external organizations via verbal and written correspondence
- ✦ Strong independent work ethic benefits team situations where leadership is necessary

MANAGEMENT & LEADERSHIP

- ✦ Interviewed, hired, trained and directed two Graphic Design Assistants in up to ten concurrent time-sensitive projects
- ✦ Successfully planned and executed all aspects of several multi-media marketing projects

ORGANIZATION & ADMINISTRATION

- ✦ Established a training manual with guidelines for naming and organizing computer files facilitating an efficient and productive work environment
- ✦ Completely designed and executed all aspects of booth display for numerous events including the construction of signage, product merchandising and pricing

ENTREPRENEURIAL & PERSONAL ACCOMPLISHMENTS

- ✦ 'Jordy Bag' sewing pattern featured in various publications including Venus and TIME magazines
- ✦ Merchandise has been sold in local boutiques including Kid Icarus, Red Pegasus and Propaganda

FREELANCE CLIENTS

ACRA Website & Graphic Design 2006 to Present	Secrets From Your Sister Newsletter Administration 2008 to Present	Student Information & Advising Centre, Ryerson University Graphic Design 2008
Health Promotions, Ryerson University Graphic Design 2008	Maximum Exposure Website Design 2007	H.A. Kidd & Co. Ltd Graphic Design 2011

REFERENCES AVAILABLE UPON REQUEST

PORTFOLIO.JORDYNNMACKENZIE.COM