

# Stevie Driscoll

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## INTRODUCTION

Hello, there! I'm a Toronto-based graphic designer and illustrator. I have a versatile range of skills, but I specialize in branding, packaging, and print design. I like to work with enterprising individuals and organizations of all sizes to help them communicate their visions with the world. My favourite clients are ambitious and enthusiastic, just like me.

## SELECT WORK EXPERIENCE

### **WE Charity 2018-2021**

I was brought on as the Senior Designer for the 2018/2019 WE Schools Kit—a collection of resources that guide teachers and students through a year of awareness and fundraising campaigns. The kit consists of several guidebooks plus additional resources like posters, flash cards, and worksheets. After a very successful first year, I was then recruited back for the 2019/2020 edition and then for 2020/2021 as well.

### **Mumbleweeds 2017-PRESENT**

In addition to my digital work, I also do handlettering and watercolour art. Mumbleweeds is my line of prints, greeting cards, and gifts. I sell at pop-ups in Toronto and have an online store and a few wholesale clients.

### **ME to WE 2018-2019**

After my first contract with WE Charity was completed, I accepted a role in Product Development at ME to WE, the social enterprise that sells goods made by artisans in developing communities and partially funds the charity's work. I designed brand merchandise, marketing collateral, and packaging.

### **McGregor Industries 2015-2017**

I worked full-time as a graphic designer at McGregor, a major Canadian sock manufacturer. My position consisted mainly of designing packaging and print collateral for the company's many licensed brands, such as Calvin Klein and Tommy Hilfiger. I also redid the McGregor website to make it more useful to customers and easier to maintain in-house.

### **Collaborans 2012-2015**

This multimedia healthcare education company creates instructional materials and exercise products. Together with the owners, developers, and project manager, my primary responsibility was a massive overhaul of their central product's Shopify website.

### **Panhandle Public Affairs 2009-2010**

After university, I joined a public relations start-up as their designer. I worked for them on their own graphic design needs and alongside them for their clients—mostly local political candidates and small businesses. Projects included branding, print and web advertising, direct mail, packaging, and web design/development.

## EDUCATION

### **Bachelor of Fine Arts**

Concentration in Graphic Design  
Shepherd University, West Virginia, USA  
*Magna Cum Laude and Honours Program*

## TECHNICAL SKILLS

**Adobe:** InDesign, Illustrator, Photoshop

**Microsoft:** Excel, Powerpoint, Word

**Web:** HTML, CSS, Wordpress, Squarespace, Shopify