



Sharon Erlick

Graphic Designer

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Skills

- Diverse portfolio which includes clients and projects ranging from financial, pharmaceutical, retail and publishing
- Proficient in the Adobe Creative Suite (Illustrator, Photoshop, InDesign) on the latest Mac platform, MS Office, design for Outlook/PowerPoint, DALL-E and Typeface
- Ability to conceptualize ideas for a design solution that satisfies the client and agency while maintaining brief objectives
- Builds productive relationships with vendors, printers, photographers, partners and account managers
- Experience in graphic design, print, digital, brand identity for a variety of different formats
- Familiar with design concepts for screenprint, colourprint, embroidery and web design layout

Experience

TD Bank | Digital & Print Production Artist | Mar 2015 - Present

- Directed the internal agency pilot program, establishing a specialized production team and significantly contributing to the agency's growth and operational excellence.
- Oversaw the creation of high-impact marketing materials, including web concepts, banners, and ads for both online and print, which enhanced brand visibility across various platforms.
- Produced digital artwork files with precision, delivering projects on time and within budget while collaborating effectively with art directors and project managers to achieve optimal results.
- Implemented advanced workflow processes, accelerating production timelines and improving overall operational efficiency.
- Ensured adherence to digital standards and brand guidelines, maintaining a consistent and strong brand presence across all deliverables.
- Managed English-to-French content translations, ensuring accuracy and cultural relevance to effectively reach Francophone audiences and expand market reach.
- Utilized enterprise project management and CMS tools to streamline workflows and generate detailed KPI reports, supporting strategic decision-making.
- Facilitated collaboration with stakeholders, securing necessary approvals and ensuring smooth communication across multidisciplinary teams to keep projects aligned and on track.
- Delivered high-quality work consistently, maintaining meticulous attention to detail and exceeding project expectations.
- Demonstrated strong troubleshooting skills, addressing and resolving issues proactively to ensure uninterrupted project progress and superior outcomes.
- Specialized in creating dynamic banners using Google DoubleClick Studio, driving effective advertising campaigns that significantly boosted engagement.
- Explored and utilized cutting-edge Generative AI tools, such as ChatGPT, Adobe Firefly, Typeface, DALL-E, and Photoshop AI Generative Fill, to innovate ad creation processes and maintain a competitive edge.

TD Bank | Graphic Designer/Desktop Publisher | Jun 2013 - Mar 2015

- Developed creative materials including invitations, agendas, directional signage, name tags, place cards, online invitations, and registration forms in a fast-paced environment.
- Collaborated with relationship managers to establish clear creative objectives and ensure alignment with project goals.
- Liaised with suppliers to obtain quotes and order essential materials such as paper, images, and printing services.
- Provided expertise on implementation and execution, ensuring adherence to brand image and guidelines within the context of individual projects.
- Ensured project alignment with internal guidelines and business objectives, supporting successful delivery and outcomes.
- Maintained consistency with TDBFG's customer experience and brand image across all solutions and initiatives.
- Completed projects on time and within budget, consistently meeting agreed-upon financial and scheduling constraints.

Axxoo Internet Marketing | Graphic Designer | Jul 2011 - Jun 2013

- Responsible for creating Facebook pages, email campaigns, landing page design, Facebook advertising, Google ad-words, and implement link-building campaigns for clients
- Develop WordPress sites, maintain databases, fix bugs and resolve server issues
- Work under tight deadlines while juggling multiple projects
- Produce high quality work on a consistent and ongoing basis
- Consistently report progress, accept feedback and made changes

Marcela Rosemberg Studio | Graphic Designer & Assistant | Jan 2006 - Jun 2013

- Led the Design and Production of annual brochures, newspaper advertisements, e-flyers, banners, corporate packages, business signage (both indoor and outdoor), and comprehensive annual reports, ensuring cohesive brand messaging and visual consistency
- Curated Booth Interior Designs to enhance customer experience, creating an inviting and immersive environment that effectively showcased the artist's work and fostered greater engagement
- Conducted Market Analysis to understand buyer preferences, strategically incorporating insights into the design and development of marketing materials, resulting in more targeted and effective communication

SJC | Graphic Designer & Page Assembly Operator | Oct 2012 - Feb 2013

- Developed electronic pages in strict adherence to creative briefs and client specifications, ensuring project objectives were met
- Implemented Revisions by accurately applying client or internal changes to electronic pages, maintaining quality and consistency
- Generated production files by creating low-resolution and high-resolution PDFs for efficient proofing and production
- Conducted Quality Checks by printing and reviewing work to ensure accuracy and consistency in final outputs
- Followed Production Protocols by adhering to established procedures and contributing to departmental improvement efforts
- Maintained Up-to-Date Skills by continuously learning new software and techniques relevant to workflow
- Proactively Addressed Issues by communicating challenges to management that could impact project timelines or budgets
- Suggested Workflow Enhancements to improve efficiency and productivity
- Performed Additional Duties as required, supporting overall team objectives

Rubicon | Graphic Designer | Mar 2012 - Jun 2012

- Collaborated with Project Managers and Teams to provide expert recommendations on concept development, design, art direction, and production for marketing materials
- Conducted Rigorous Quality Control by reviewing all completed materials to ensure alignment with brand standards and professional design quality
- Designed and Conceptualized Educational Books for Scholastic Canada, contributing to impactful educational content
- Established Design Criteria to support company priorities and align with Rubicon Publishing's overall goals
- Monitored Production Projects to ensure timely and accurate completion, maintaining high standards
- Coordinated Media Requests by liaising with image database companies to secure necessary assets
- Compiled Media Lists for targeted outreach in multiple publications
- Developed Promotional Materials in collaboration with the marketing team to enhance brand presence

Canadian Linen & Uniform Service | Junior Graphic Designer & Digitizer | Aug 2009 - Aug 2011

- Administered a Leading Cross-Media Platform that enabled companies to boost revenues, enhance customer experiences, and reduce production costs
- Created 4,000+ Product Files for the company's U.S. and Canadian websites, improving customer comprehension of merchandise and enhancing the online shopping experience
- Enhanced Product Imagery by adding interactive properties for better zoom and rotation, simulating a retail store experience for online customers
- Unified Design Identity across print and web media, actively seeking opportunities to add value to products and drive sales
- Prepared Artwork for screen printing and pre-press, ensuring all designs met company standards and specifications
- Designed Flyers, Crests, and Emblems that adhered to company specifications, consistently meeting high-quality standards
- Managed multiple Projects in a fast-paced environment, adapting practices and methods to meet tight deadlines and client expectations
- Contributed to the Creative Process by determining the optimal style, technique, and medium for desired results, particularly

in embroidery projects

- Provided Image and Safety Solutions for various industrial applications, ensuring high-quality outcomes
- Set Up 1,000+ Company Logos for cresting and logo-mats, maintaining brand integrity across all applications
- Collaborated with Sales Representatives and Apparel Consultants to ensure design alignment with sales objectives and customer needs

Education

Holland College | Graphic Design

- Majored in two-year program with a concentration in graphic design