

Luanna Van-Pedro

Freelance Graphic Designer - OhSoPoetic Designs

North York, ON

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Graphic Designer who expertly researches and develops emerging concepts and trends.

Tech-savvy and creative.

Personal Details

Highest Level of Education: Secondary School

Work Experience

Cosmetic Merchandiser

Match Marketing-Toronto, ON

December 2019 to Present

- Assemble/set-up store fixtures and displays and execute layout changes as well as replenish product on shelves by following planograms
- Establish and maintain relationships with store management
- Submit reports online

Assistant Costume Designer

Allure Carnival-Toronto, ON

July 2018 to Present

Assist in the production of costumes

Freelance Graphic Designer

OhSoPoetic Productions-Toronto, ON

February 2012 to Present

- Developed design deliverables that elevated, differentiated and functioned on-brand and on-strategy.
- Designed new on-brand visual elements to effectively convey concepts and messaging.
- Formatted text and graphics for blog posts, newsletters and other materials.
- Collaborated with vendors to ensure style consistency with other marketing materials.
- Generated new ideas with limited direction and varied internal client needs.
- Presented projects to internal clients.
- Generated computer graphics and page-layout software, graphic elements and photography.

- Liaised with internal clients in marketing to execute collateral creation projects.
- Edited existing PowerPoint slides to enhance the corporate message.
- Translated discussions into leading on-demand app design and layout.

Floral Merchandiser

Jeffrey's Greenhouses-Markham, ON

April 2018 to September 2023

- Meet weekly deliveries and unpack product as outlined per a provided plan-o-gram in a timely manner.
- Ensure product displays are customer focused, signed and shoppable.
- Consolidate, maintain and groom product as needed.
- Build and develop strong relationships with garden center staff and management.
- Provide excellent customer service by assisting customers with purchases of spring bedding and potted plants.
- Support inventory control by providing detailed and constructive feedback to supervisors.
- Help supervisor train new hires.
- Support supervisor by helping out at different locations when needed.

Production Assistant

Lush Cosmetics-Toronto, ON

October 2017 to January 2023

- Manufacturing: Filled, poured and pressed product accurately
- Distribution: Packed product and correctly labeled packages
- Encouraged a positive and respectful workplace
- Practiced safe work and identified unsafe situations to the appropriate individuals
- Performed general housekeeping and equipment cleaning duties

Retail Merchandiser

Blaze Marketing-Vaughan, ON

February 2019 to February 2020

- Implement planograms for specific products and/or sections within the timeline
- Move various product and shelving to make the necessary changes according to planograms
- Know how to read a tape measure and move shelves
- Able to Lift 30 - 50lbs on a regular basis
- Identifying difficulties that may arise with the planograms, as they relate to the store and/or section then working with all necessary parties to solve the challenges and report on the solution
- Reporting and collecting data at store level and transmitting report using Smart Phone.
- Reporting to Managers on a regular basis
- Complete all company required paperwork as required

Education

Associate of Applied Science in Applied Science

Bryan College of Applied Health and Business Sciences - Toronto, ON

Skills

- Adobe Illustrator (3 years)
- Adobe Photoshop (5 years)
- Creative design (3 years)
- Excel (5 years)
- Planogram
- Planting
- Gardening
- Planograms
- Merchandising
- Graphic Design
- Photography
- Adobe Creative Suite
- Video Editing

Additional Information

SKILLS

Fast and accurate typing skills

Team Work Skills

Excellent problem solver

Respect the thoughts and opinions of others

Davinci Resolve

Lead by appropriate example

Excellent problem solving skills

Great time management

Superb eye for detail

Customized template design

Creative design layouts