

AUSTIN ANDREW

Profile

Graphic Designer and Visual Communications Specialist with 8+ years of experience delivering brand, marketing, and communications projects across digital, print, web, and large-scale environments. Experienced in campaign execution, stakeholder collaboration, enterprise communications, and visual storytelling, with a growing focus on AI-assisted creative workflows, automation, and agentic systems.

- Graphic Design
- Visual Communications
- Brand Development
- Brand Management
- Campaign Design
- Content Strategy
- Digital & Print Design

- Web Development
- UX/UI Design
- Stakeholder Collaboration
- Creative Project Management
- Marketing Communications
- Workflow Automation
- AI-Assisted Workflows

Cell: (403) 875-5804

Email: austinandrewhotmail.ca

<https://austinandrew.myportfolio.com/>

Graphic Designer & Visual Communications

TC ENERGY/RILEYS ENTERPRISE| CALGARY| AUG 2021 – DEC 2025

- Transformed complex regulatory, operational, and community-focused initiatives into clear visual communications by partnering directly with stakeholders and managing projects from discovery through delivery across digital, print, video, web, presentation, and event channels.
- Supported enterprise-wide brand transformation initiatives by updating legacy assets and developing new creative solutions aligned with evolving corporate standards, ensuring consistent communications across English, French, and Spanish audiences while creating scalable assets reused across programs, regions, and teams throughout Canada, the U.S., and Mexico.
- Increased visibility for corporate initiatives, sponsorships, regulatory programs, and community events by developing integrated marketing campaigns, event activations, and scalable creative systems generating 1M+ annual impressions across Canada, the U.S., and Mexico.

Graphic Designer and Multimedia Specialist

HENINGER TOYOTA| CALGARY | FEB 2017 – SEPT 2021

- Identified an untapped lead-generation opportunity while working as a Lot Attendant, successfully pitching a sales rep branding initiative to dealership leadership and building a scalable social media marketing program for 10 sales representatives, helping 5 underperforming reps generating 2-3 sales each and helping them consistently exceed monthly sales targets.
- Developed personal branding frameworks, content strategies, marketing templates, photography, and video assets that enabled sales representatives to build audiences, strengthen customer engagement, and generate leads utilizing their social media.
- Designed, executed and integrated marketing campaigns across digital, print, social media, advertising, and in-store channels. Supporting inventory promotions, seasonal sales events, and monthly dealership sales volumes increasing from 70 to 100+ average vehicles sold monthly, with peak promotional campaigns exceeding 225 vehicle sales monthly in 2021.

Prior Working Exp.

GRAPHIC DESIGNER |
ALLR RUSH PRINT & APPARELL - JUN 2021 - AUG 2021

EVENT SERVER AND SETUP |
AZURIDGE ESTATE HOTEL - JAN 2017 - FEB 2020

LOT ATTENDANT |
CALGARY BMW | NOV 2014 - DEC 2016

LOT ATTENDANT |
SOUTHGATE CHEVROLET | NOV 2012 - AUG 2014

Education

Diploma in Graphic Design and Interactive Media |
TORONTO FILM SCHOOL | TORONTO | 2021

Certificates in Branding Marketing Design |
THEFUTUR ONLINE ACADEMY | 2020

Diploma in Graphic Design| REEVES COLLEGE |
CALGARY | 2018

HIGH SCHOOL DIPLOMA | LORD BEAVERBROOK
HIGH SCHOOL| CALGARY | 2012