



## Contact

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## Education

### Graphic Design and Interactive Media

- Toronto Film School

### Certificate of Marketing and Brand Design

- thefutur Academy

### Sales and Business Growth

- Atomic Growth inc.

## Tech Skills

 **Adobe Creative Cloud**

 **Illustrator**

 **IDesign**

 **Photoshop**

 **Premiere Pro**

 **After Effects**

 **Figma**

 **Wordpress**

## Profile

Creative Art Director and Graphic Designer with nearly a decade of experience leading design initiatives across diverse industries. I partner with teams and stakeholders to translate strategy into impactful visuals—building brand systems, marketing campaigns, and product communications that perform. Known for blending hands-on execution with strategic vision, I deliver polished design solutions that connect with audiences, elevate brand presence, and achieve business objectives.

## Experience

### RILEYS – TC ENERGY CONTRACTED TEAM

Graphic Designer & Visual Communications Specialist

- 2022-Present** • Designed high-impact visuals for an energy-focused company, balancing brand consistency with fresh, adaptable designs.
- Worked within a competitive team structure, presenting design solutions that won the majority of client selections.
- Translated complex ideas into clear, engaging visuals that reinforced brand identity and corporate messaging.
- Strengthened corporate storytelling by ensuring energy-driven solutions were visually compelling and effective.

### HENINGER TOYOTA

Graphic Designer & Multimedia Specialist

- 2017-2021** • Developed personal brand identities for sales representatives to help them stand out in a competitive market.
- Produced engaging visual and digital content to enhance engagement and conversion rates.
- Improved dealership brand recognition by establishing a new design standard, contributing to increased sales.

### SALESBOOST, PERSONAL BRAND & FREELANCE

Creative Director

“Storytelling is one of the fundamental ways humans connect. It’s how we learn, exchange ideas, and entertain ourselves. At its core, storytelling is communication.” — Chris Do

- 2016-Present** • Helped brands uncover their story and communicate it effectively through strategic design.
- Used tools like Figma, Photoshop, Illustrator, WordPress, Premiere Pro and After Effects to craft narratives that visually and emotionally engage audiences.
- Consistently delivered projects ahead of deadlines.
- Fostered connections and built lasting relationships, leaving an impression that spreads a brands' stories everywhere they go.