

Tate Smirle

Graphic Designer

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Hello!

I'm an enthusiastic graphic designer with vast experience in producing innovative and inclusive design and illustration for diverse audiences.

Every project is a unique opportunity to inject joy and curiosity into the design process. I'm committed to continuous learning in both my personal and professional life.

Software Skills

Adobe InDesign
Adobe Photoshop
Procreate
Adobe Illustrator
Adobe Premier Pro
Adobe After Effects
Adobe Dreamweaver
Adobe XD
HTML / CSS
Microsoft Office
Adobe Acrobat

Education

Georgian College
Graphic Design - 2022-2024
Dean's List

Humber College
Media Foundations - 2022
Dean's List

Work History

Sail Canada

Freelance Graphic Designer
March 2024

Led the design of three distinct infographics aimed at fostering inclusivity within sailing clubs nationally, demonstrating an ability to translate complex diversity and inclusion principles into visually engaging and accessible materials.

Ottawa Coaches Association

Freelance Graphic Designer
November 2023 - March 2024

Utilised advanced design skills to create impactful infographics promoting diversity, equity, and inclusion, meeting tight deadlines while effectively educating diverse audiences.

Evergreen Brickworks

Freelance Graphic Designer
September 2023

Crafted compelling and culturally sensitive print-ready graphics commemorating National Missing and Murdered Indigenous Women and Girls Day, showcasing dedication to advocacy and raising awareness through impactful visual storytelling.

Canadian Olympic Committee

Freelance Graphic Designer
March 2023

Collaborated closely with an Indigenous artist to conceptualise and design a print-ready pin design and collateral materials, including pin cards and informative signs, promoting themes of inclusion, belonging, community, and safety for the North American Indigenous Games.

Design Skills / Experience

Proficient in web design utilising HTML and CSS, with experience in content management systems such as Wix and Wordpress.

Skilled in layout design, typography, and colour theory, ensuring visually appealing and cohesive graphic compositions.

Skilled in infographic design, translating complex information into visually engaging and informative graphics.

Strong illustration skills, capable of creating custom graphics and artwork to complement design concepts.

Experienced in improving and preparing files for print production using Illustrator, Photoshop, and InDesign, ensuring high-quality output.

Extensive experience in branding, crafting visual identities that resonate with target audiences and convey brand messages effectively.

Demonstrated understanding of design accessibility principles, ensuring inclusivity and usability for all audiences.

Collaborative team player with strong communication skills, able to work effectively with colleagues and independently.

Proficient in editorial layout design, adept at creating engaging and cohesive layouts for magazines, newsletters, and other publications.

Knowledgeable in visual identity design, maintaining consistency across various brand assets and touchpoints.

Exceptional collaboration, organisational, and time management skills, ensuring smooth project workflows and timely deliverables which consistently meet client expectations.