

# Ellen Frank

## GRAPHIC DESIGNER

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Graphic Designer with a focus on brand identity and visual storytelling. I'm building experience through hands-on projects and love crafting thoughtful, engaging design solutions. Eager to grow, contribute fresh ideas, and collaborate with creative teams.

### Professional Experience

#### Freelance Graphic Designer August 2024 – Present

Designed full book cover for Adesola Adesina, from concept to production.  
Created Facebook event graphics for KDFN, boosting engagement by 10%.  
Designed print-ready business cards for Royal Van Rees with brand consistency.  
Led personal branding projects, refining visual identity and storytelling.

#### Senior Customer Service Representative, CIBC April 2024 – July 2024

Resolved complex client issues, strengthening problem-solving and communication.  
Handled confidential info with discretion, reinforcing trust and professionalism.  
Delivered clear, empathetic service in fast-paced environments.  
Adapted quickly to change, balancing precision and creativity.  
Managed escalations and supported junior staff, building leadership and collaboration.

#### Customer Service Representative (Part-Time), CIBC June 2022– April 2024

Built strong problem-solving skills in fast-paced environments.  
Streamlined workflows to improve efficiency and process design.  
Communicated clearly with clients and teams

#### Sales Representative (Part-time), Ava's Appletree June 2021 – June 2022

Created social content and window display, boosting engagement by 20%.  
Designed cohesive in-store branding for better customer experience.  
Recommended tailored solutions through client interactions.  
Managed product listings and online brand presence.  
Managed product listings and online branding.

#### Project Canoe, Junior Graphic Designer January 2021 – April 2021

Created updated brand guide and publication materials for consistency.  
Developed digital and print assets to enhance storytelling.  
Collaborated on brand messaging and creative concepts.

### Professional Skills

- Brand Identity
- Visual Systems
- Logo Design
- Typography
- Print & Editorial Design
- Packaging Concepts
- Social & Digital Design
- Creative Direction
- Concept Development

### Design Tools

- Adobe Illustrator
- Photoshop
- InDesign
- Procreate
- Exploring
- After Effects
- Premiere Pro

### Education

#### Bachelor's of Fine Arts

Graphic Design  
OCADU

#### UI/UX Fundamentals & Visual Design Certificate

(On-line, in progress)  
INTERACTION DESIGN  
FOUNDATION

#### Ontario College Diploma

Early Childhood Education  
SHERIDAN COLLEGE