

# Ellen Foster

UX/UI & Graphic Designer

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## EMPLOYMENT



### 2022 – Present

R&G Strategic

#### Lead Designer & Project Manager

Art direct and oversee all website, development, and report projects. Create end-to-end user experience flows and journey mapping. Provide AODA and WCAG accessibility expertise. Creative production for various types of digital and print projects. Enhance design process and elevate overall quality of deliverables. Expertise with Adobe CC suite and Figma.

### 2020 – 2022

Sephora Canada

#### Graphic Designer

Conceptualize and execute small- to large-scale national campaigns. Art direct product and model photo/video productions. Develop, solidify and streamline cross-functional partnerships. Create all internal communications, educational material, and branding.

### 2015 – 2020

Fusion Design Group

#### Graphic Designer & Front-end Developer

Digital creative lead and sole front-end developer. Develop Bootstrap websites and microsites with HTML5. Develop Wordpress websites with accompanying user guides. Design print materials from conceptualization to print management. Assist on quoting, brainstorming, client management, and critiquing.

### 2014 – Present

EF Design

#### Freelance Graphic Designer & Front-end Developer

Conceptualize and execute projects on a contract basis. Provide brand strategy and expertise to various clients. Manage projects from administration to print management.

## VOLUNTEERING



### 2021 – Present

St. Lawrence College  
Eastern College

#### Graphic Design – Program Advisory Committee

Advise as an industry partner for improvement of the program. Provide feedback, suggestions and insight into industry trends.

## EDUCATION



### 2011 – 2014

St. Lawrence College

#### Graphic Design – Advanced Diploma

3.94 GPA  
Queen Elizabeth II Aiming for the Top Scholarship recipient

## SKILLS



Adobe InDesign	UX/UI best practices	HTML, CSS, PHP, JS	Illustration
Adobe Illustrator	User-centered design	Wordpress	Display banner ads
Adobe Photoshop	User flows	Mailchimp & Klaviyo	Paid media
Adobe After Effects	Wireframing	Microsoft PowerPoint	Print pre-press
Adobe Acrobat Pro	Digital strategy	Microsoft Word	Digital production
Figma	AODA & WCAG	Motion graphics	Project management