





Kristi Sprague


visual designer

portfolio

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Toronto, ON. 

Profile & Personal Skills

A driven individual seeking opportunities to contribute meaningful ideas and humanistic solutions to an employer, business, and team. Dedication, positivity, collaboration, and ingenuity stand out as personal unique attributes.

Education

Bachelor of Design (Honours) Conestoga College

September 2017 - August 2021

A degree with a focus on visual design, branding, packaging, visual creation, UX and UI, with complimenting courses in business, marketing, and management. Shaping creative and visual acuity through an understanding of problem solving processes. Finished with a 3.85 GPA, and maintained honour role position every year of education.

Work Experience

Design Intern: Art & Mechanical

October 2020 - January 2021

Worked as an intern at Toronto design firm "Art & Mechanical". Took part in a variety of projects from branding and packaging to advertising and collateral, for a variety of brands including Moosehead, Twisted Tea, Boston Pizza, and Union Station. Participated in concept creation, proposals, asset finalization, production, and presenting and communicating with clients and a design team.

Freelance Experience

Graphic Design: Firm Freelance for Overdrive / Art & Mechanical

Branding & Illustration / 2019 - Present

Creating brand assets, advertising assets, and illustration decks for various design firms (including Art & Mechanical and Overdrive). Consisting of a range of work for clients including Moosehead, CAA Insurance company, and CAASCO, and Lindt.

Graphic Design: Client Freelance

Branding & Collateral / 2019 - Present

Creating brand assets, logos, and advertising assets for various businesses & local programs.

Graphic Design: Medical Research

Logo Design / 2018 - Present

Created logos and assisted with general branding assets for Cycle, Revive, and CCRN (various Canadian medical research teams).

Awards

Applied Arts Student Award Winner & RDG Student Award Honourable Mention

Packaging Series / 2020

Winner of the packaging series student award from Applied Arts Magazine, and received an honourable mention In the RGD Student Awards. Both recognitions were for the concept skincare line, "Ditto".

Technical Skills

Experienced in Figma & Adobe Suite (including Illustrator, Photoshop, InDesign, Xd, Dimension), and familiar with photography, retouching, AfterEffects, and site template platforms.