




KAITLINN MARTIN

Graphic Design | Illustration

CONTACT

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 kaitmartin.com

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SKILLS



Proficient in:

- Adobe Suites (Illustrator, InDesign, Photoshop and Premier)
- Microsoft (Word, PowerPoint and Excel)

Directly worked with:

- Sketch
- G Suite
- Outlook

EDUCATION

Sept 2012 – May 2016
OCAD University - Toronto, ON

Bachelor of Design, Illustration

Sept 2005 – June 2008
George Brown College - Toronto, ON

Diploma of Graphic Design
with Honours

I am an experienced and passionate visual designer and illustrator who loves to utilize my playful and energetic style for professional level branding and effective layout designs.

I am a dedicated worker who isn't afraid to ask the right questions to get the best results, and look forward to becoming both mentor and support for a thriving design team.

WORK EXPERIENCE

GRAPHIC DESIGNER | Jan 2022 – current | Rogers Communications - Toronto, ON

- Lead illustrator and graphic designer for mobile communications and sim card brand Chatr, also assisted with projects for CityLine, Rogers Mobile, Fido and Jack FM.
- Developed custom icons and illustrations for campaigns valued at \$30k-\$50k, further evolving the Chatr brand and solidifying a consistent look a feel.
- Working closely with Creative and Product Services teams to create appropriate approaches for quarterly campaigns with different requirements and needs.
- Sourcing imagery and inspiration for multiple campaign approaches and inserting those options into organized Presentation Decks for ease of use by clients.
- Completing 5-10 daily tasks in an organized timely manner, utilizing business applications such as Teams, Slack, Monday.com, Outlook and Office365.

GRAPHIC DESIGNER | Feb 2018 – Dec 2020 | Antibody Healthcare - Toronto, ON

- Lead designer and illustrator on projects for rare disease brands such as Takeda Pharmaceutical, Horizon Therapeutics and Vertex Pharmaceutical.
- Developed custom character design and illustration for projects valued \$40k-\$60k, such as Horizon rare disease educational program kit and serial book project from concept to completion.
- Co-ordinated with Sales, Creative and Product Services teams to identify and formalize 3 stage marketing solution proposals for high profile medical communication clients.
- Directed team of freelancers for 6+ hour remote photoshoot to produce specialized images for diabetes injection program.
- Facilitated efficient workflow processes to support Creative colleagues, ensuring approximately 5-15 projects and tasks were completed within urgent deadlines on daily basis.

GRAPHIC DESIGNER | July 2011 – April 2012 | TAXI Canada Inc. - Toronto, ON

- Rapidly integrated into fast-paced environment of over 200+ employees and designers, adapted quickly from Graphic Design Intern role advancing to Full Time Graphic Designer role.
- Prepared final press-ready files for 10+ national clients such as Telus and Koodo; and local clients such as WRST, based on supplied specifications for several types of printing.
- Finalized artwork for multi-media locations and resolved issues that arose during production on a continuous basis.

FREELANCE EXPERIENCE

ILLUSTRATOR | July 2021 – Sep 2022 | Matter - Toronto, ON

- Provided motion graphic designer with 40+ custom illustrations for series of instructional videos for Matter Network Transport protocol and systems.

ILLUSTRATOR | Apr 2021 – Aug 2021 | Ontario Power Generation - Toronto, ON

- Ideation and creation of custom characters and illustrations for OPG Climate Guardians children series of education materials.

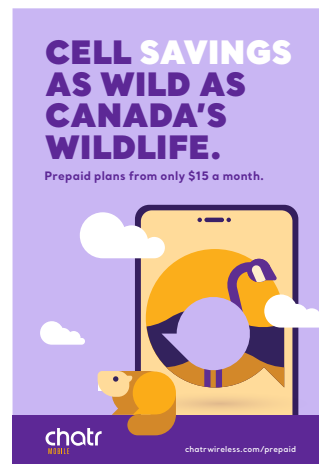
GRAPHIC DESIGNER | June 2021 – July 2021 | Forrec Ltd - Toronto, ON

- Worked closely with Creative and PS teams to create Powerpoint Presentations for client review of prospective theme park designs.



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Custom illustrations and layout design for Chatr 2023 Q2 Campaign.

Custom vector illustrations, layout design, typographic treatment and advertising campaign for Chatr Mobility.

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The Secret Life
OF THE
**Attention Deficit
Hyperactivity
Disorder**
Caregiver (ADHD)

REMEMBER THAT YOU ARE NOT ALONE!

- THERE ARE LOTS OF GREAT STRATEGIES TO HELP MANAGE ADHD
- THERE ARE WAYS TO NAVIGATE THE SCHOOL SYSTEM
- SUPPORTERS AND ADVOCATES CAN HELP YOU AND YOUR CHILD THROUGH THIS JOURNEY

Takeda

How to...

- **Simply and organize your child's environment:** You will need to reduce distractions. For example, create quiet and rest places for your child to read and do homework. Remove anything that could be a distraction, such as toys and electronics.
- **Create structure and routine:** Because your child is always on the go and tends to be impulsive, it will be important to create a schedule for them to stick to regularly. You can use checklists for this. Schedule tasks for the morning and for the evening. For the morning, you could create a checklist to ensure that your child has cleaned up, brushed their teeth, and put on their shoes. For the evening, you could create a checklist to ensure that your child has cleaned up, brushed their teeth, and put on their shoes. For the evening, you could create a checklist to ensure that your child has cleaned up, brushed their teeth, and put on their shoes.
- **Encourage exercise:** Children with hyperactivity symptoms seem to have a great deal of energy. Encourage your child to play outside or engage in physical activity. Encourage your child to play outside or engage in physical activity, such as sports or games.
- **Encourage your child to think ahead:** For children who have impulsivity symptoms, this can be a very helpful strategy. You can give your child a checklist of things to do, or you can give your child a checklist of things to do, or you can give your child a checklist of things to do.
- **Promote waiting before responding:** Instead of asking or responding without thinking, encourage your child to wait and think about what they will say. This can be extremely beneficial. You can practice this when you're helping your child with their homework by asking them questions and encouraging thoughtful responses.

"SET ALARMS AND TIMERS ON THEIR CELL PHONES. THEY ARE SO HELPFUL. I USED AN APP—EVEN KIDS WITH ADHD WILL NOT LOSE THEIR CELLPHONES—THEY'RE TOO PROUD OF THEM! I WOULD EVEN GET HIM TO TAKE PICTURES OF HIS CALENDAR, HIS SCHEDULES, HIS NOTES, AND SO ON, SO EVERYTHING HE NEEDED WAS PROMPTLY WITH HIM AND HE COULD CHECK AND MAKE SURE HE'S ON TRACK."

—LINDA B.

the difference that it made

"THE DIFFERENCE WHEN SHE IS ON MEDICATION IS ASTONISHING. TREATMENT WITH THE APPROPRIATE MEDICATION IS SO IMPORTANT. MY WIFE WAS INITIALLY AGAINST IT BUT SHE CAME AROUND WHEN SHE SAW THE DIFFERENCE THAT IT MADE."

—Parent of child living with ADHD

"I CAN IMMEDIATELY TELL WHEN MY SON HAS NOT TAKEN HIS MEDICATION. THAT'S HOW DIFFERENT HE IS WHEN HE'S ON HIS MEDICATION."

—Alysha T.

a safe PLACE

"SHE TRIES TO INVOLVE PEOPLE AT SCHOOL. LAST YEAR, SHE EVEN DID A PROJECT ON ADHD AND SHE HIGHLIGHTED THE FACT THAT SHE HAD IT TO ALL HER CLASSMATES. NOWHERE'S SCHOOL HAS BECOME MORE OF A SAFE PLACE TO SHARE THIS SORT OF INFORMATION AND IT HAS REALLY EMPOWERED MY DAUGHTER."

—Parent of child diagnosed with ADHD

Properly managed
ADHD
WILL MAKE AN ENORMOUS
difference in you
and your child's life

It is our hope that this book has given you a better understanding of ADHD, its symptoms, and how to manage it. We have also provided information on the latest research in ADHD, including the latest in pharmacology and non-pharmacological approaches. We hope that this book is part of a complete approach to the treatment of your child's ADHD.

Layout and typographic treatment design for *The Secret Life of the ADHD Caregiver* magazine. Created and distributed exclusively for Takeda ADHD patients, featuring tips and helpful resources for parents and caregivers of children with ADHD.

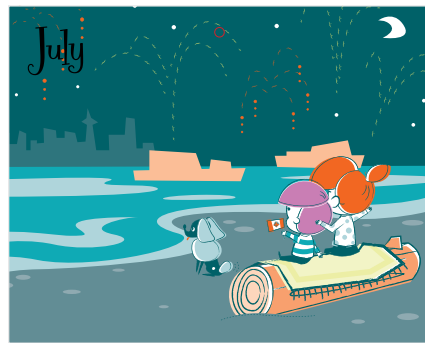
Typographic treatment, Layout and Illustrations for *The Secret Life of the Attention Deficit Hyperactivity Disorder Caregiver*.

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Character Design and Illustration for Orkambi interactive wall calendar. Original characters and illustrated scenes for each month and matching stickers.

Character Design, Layout and Illustrations for Orkambi 2019 Calendar.

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