



Summary

Hi! I'm Jasmin (without the e), a branding and communications designer based out of Vancouver, BC. I define myself as a colourful, detailed, designer; specializing in brand development, art direction and illustration. I'm passionate about storytelling, design reasoning and coming up with creative solutions to design problems.

Education

University of British Columbia

Year 1- Bachelor's in Media Studies
September 2020 - April 2021

Vancouver Film School

Diploma in Digital Design
August 2021 - August 2022

Capilano University

Bachelor's of Design in Visual Communication
September 2022 - December 2024

Skills

Photoshop	<div style="width: 80%;"></div>
Illustrator	<div style="width: 90%;"></div>
InDesign	<div style="width: 85%;"></div>
Procreate	<div style="width: 80%;"></div>
Premiere Pro	<div style="width: 70%;"></div>
After Effects	<div style="width: 60%;"></div>
Figma	<div style="width: 50%;"></div>

Interests

- Creative Writing/Journaling
- Drawing and Illustrating
- Reading
- Knitting/Crochet

Work Experience

Freelancing — Freelance Designer

June 2023 - Present

From social media assets, print collateral, admin, and final send off, I depend on myself for every stage of the process. With experience in branding, marketing, and book design I work on cohesive visual identities, from logo design to full brands. Experienced in creating marketing assets that align with brand strategy including social media graphics, brochures, and promotional materials, to drive audience engagement.

Capilano Courier — Contributor

February 2023 - Present

Created engaging illustrations and well-researched articles, demonstrating versatility in both visual and written storytelling. Maintained strict deadlines through diligent time management and clear communication with editors and directors to ensure high-quality publication content.

MN Creative Co. — Subcontractor/Graphic designer

January 2025 - Present

At MN, I maximize my organization skills and time management while working at home. I work on projects involving social posts, presentations, print materials and other development of visual assets for branding, marketing, and digital campaigns. As well as collaborated with senior designers and marketing teams to conceptualize and execute creative solutions.

fleck. Design Studio — Practicum Student

January 2024 - April 2024

Gained hands-on experience in professional book design, focusing on typesetting, cover design, and print production. Developed a strong understanding of administrative tasks, client communication, and industry etiquette while collaborating with authors, editors, and publishers. Worked closely with Arsenal Pulp Press, discussing high-quality design outcomes and client satisfaction. Proficiency in the print process, from file preparation to final production, while refining attention to detail and industry best practices.