



COOPER SYMONDS

GRAPHIC DESIGNER



PROFILE

COOPERSYMONDS.COM
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MY EDUCATION

GRAPHIC AND DIGITAL DESIGN
UNIVERSITY OF THE FRASER VALLEY, DIPLOMA
BRITISH COLUMBIA SEP 2016 - MAY 2018

- + Graduated with Distinction 2018
- + Dean's List of Distinguished Students 2016-18
- + Elected Student Association Vice-President

GRAPHIC COMMUNICATIONS
NANYANG TECHNOLOGICAL UNIVERSITY
SINGAPORE JAN 2019 - MAY 2019



MY AWARDS

RGD SOCIAL GOOD 2018
NATIONAL DESIGN AWARD
REGISTERED GRAPHIC DESIGNERS

GEORGES HAROUTIUN 2017
NATIONAL DESIGN AWARD
APPLIED ARTS MAGAZINE



MY EXPERIENCE

CONNECT MEDIA
GRAPHIC DESIGNER
BRITISH COLUMBIA SEP 2020 - PRESENT

FAUNA IN FOCUS
GRAPHIC DESIGNER
CAMBODIA MAY 2019 - AUG 2019

Designed and built educational and interactive art exhibits for the Fauna In Focus Nature Discovery Centre that promoted environmental conservation and responsible eco-tourism. Worked alongside Cambodian staff to optimize designs and marketing strategies for both English and Khmer languages and target audiences. Designed promotional print design for educational events and programs, iconography and illustrations used in classroom presentations, social media content, and a new line of branded apparel.

UNIVERSITY OF THE FRASER VALLEY
GRAPHIC DESIGNER + ILLUSTRATOR
PUNJAB, INDIA APR 2018 - SEP 2018

Designed multiple series of illustrations and iconography used in promotional print material, digital content, and student acceptance packages. Worked along side the marketing department to design and develop a series of illustrative email campaigns. Designed content and advertisements for social media platforms including Facebook and Instagram.

Provided research and insight about the design culture in Northern India as well as case studies on the branding and marketing strategies of other educational institutions, universities, and major corporations in India in order to assist UFV's design department back in Canada with a UFV India rebranding.

QBIZ INDIA
GRAPHIC DESIGNER + COMMUNICATIONS MANAGER
NORTHERN INDIA APR 2018 - SEP 2018

Traveled to schools across North India conducting an inter-school business quiz competition and providing students with information and insight about universities in Canada. Designed print and digital material including the quiz presentation, posters, email campaigns, illustrations, trophies, certificates, social media posts, web content, and promotional leaflets distributed to over 15,000 students.

THE ABBOTSFORD ARTS COUNCIL
GRAPHIC DESIGNER + MARKETING MANAGER
BRITISH COLUMBIA APR 2017 - SEP 2017

Designed all the print and digital promotional content for all events and exhibits, managed all social media and other online platforms including Instagram, Twitter, Facebook, Eventbrite, and MailChimp, managed and maintained the website, and designed brand identity systems for special events including exhibits, award shows, community markets and concerts.