

Theresa Allen

Contact

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email

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website

<https://www.tdallen.com>

Dual Canadian/Irish citizenship

Tech Skills

INDESIGN



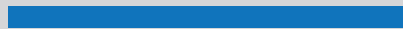
ILLUSTRATOR



PHOTOSHOP



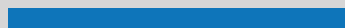
ACROBAT



POWERPOINT



WORD



Design Skills

Package design & layout

Print & web design

Typography

Pre-press

Colour theory

Soft Skills

Creativity

Communication

Teaching

Time Management

Problem Solving

Planning

Leadership

Collaboration

Public Speaking

Graphic Design Specialist with 23 years of experience managing the complete design process from conceptualization to delivery. Strong interpersonal skills, coordinating and communicating within numerous departments. Skilled with Adobe Creative Suite (InDesign, Illustrator, Photoshop), Microsoft Word, and PowerPoint.

Experience

August 2006 - Senior Graphic/Production Designer

March 2025

London Drugs | Head Office | Richmond, B.C.

- Lead designer and coordinator for all private label packaging. Prioritize workflow based on ship dates and create layouts/design with a focus on brand consistency across five distinct territories. Organize photography, proofing and translations and prepare print-ready files for vendors. Understand and implement the packaging requirements within the industry.
- Manage the weekly production of 2-8 pages of up to 3 flyers/catalogues, while under pressure to meet weekly deadlines.
- Lead designer for the Computer Tech Group, Insurance Services Group, TLD and CustomWorks and London Air Services, managing all graphic design tasks, refining projects and drafts, and generating creative ideas while ensuring brand consistency.
- Mentor junior designers and interns to ensure high quality work; coordinated the reintegration of a co-worker returning from a 2-year medical leave.

May 2002 - August 2006

Graphic Designer

Productive Fitness Products | South Surrey, BC

- Developed new company logo and overall brand, which aided in the company's growth from a home-based publisher to working from warehouse/office spaces in both Canada and the US.
- Implemented the use of more efficient publishing software to create a more seamless and stable work flow.
- Coordinated the design and launch of an e-commerce website.

January 2012 - Equine First Aid Instructor/Owner

April 2016

Equine First Aid Training | Langley, BC

- Developed and taught full day, 8-hour clinics instructing owners on the basics of first aid for horses.
- Created and implemented a dynamic information and e-comm/booking site.
- In consultation with industry professionals, developed the content for classes and designed a 50-page manual, and powerpoint presentation utilizing the use of text, imagery and video.

June 2002 - 2007

Freelance Graphics Projects (summary)

- Developed numerous marketing pieces (logos, brochures, newsletters, TV magazine, presentations, and advertisements) and guaranteed that they exceeded the expectations of clients.
- Chosen to design new Provincial logo for Veterans' Affairs Canada; Veteran's Commemoration Committee, BC Division.