


CHERISSE EBANKS

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PROFILE

Strategic, results-driven designer with expertise in branding, marketing, and UX/UI, delivering high-impact, multi-platform design solutions that drive engagement and elevate brand perception. Adept at leading design strategy, executing multi-channel campaigns, and collaborating with leadership teams to create cohesive, compelling brand experiences.

WORK EXPERIENCE

GRAPHIC DESIGNER

Destination Toronto | January 2022 - Present

Led branding, marketing, and campaign design for major local, U.S., and international initiatives, ensuring high-impact visual execution across digital, print, and experiential platforms.

- Developed interactive brand guidelines, reflecting three years of brand evolution, modernizing brand communication, and improving usability for internal and external stakeholders.
- Designed high-impact visuals for major events, including PCMA's Toronto pre-party (TOFest), amplifying brand storytelling and increasing audience engagement.
- Led multi-channel campaigns (including Cultures Remix), increasing Toronto's brand visibility across key markets.
- Executed OOH advertising, immersive activations, social media, video content, email marketing, and print collateral to drive engagement.
- Designed large-scale welcome artwork for Toronto Pearson Airport, creating a cohesive arrival experience across five major exit points.
- Produced high-visibility video ads for Billy Bishop Airport, increasing traveler engagement in a competitive advertising space.
- Developed and applied branding for Toronto Inc., ensuring a cohesive identity across Web Summit and Collision booths, reinforcing Toronto's reputation in global business and innovation.
- Redesigned annual reports into interactive digital documents, improving readability and stakeholder engagement.

MARKETING AND PROPOSAL SPECIALIST/GRAPHIC DESIGNER

HDR | November 2019 - December 2021

Collaborated with cross-functional teams to design compelling marketing collateral, proposals, and data visualization tools for large-scale infrastructure projects.

- Created persuasive proposals, presentations, and reports, strengthening the visual impact of competitive bids.
- Developed over 40 PowerBI templates, standardizing branding and improving data visualization for the Ontario Line Technical Advisory team.
- Led RFP design and coordination, managing the production of high-quality proposal submissions in collaboration with internal teams and subconsultants.
- Implemented interactive digital documents, modernizing proposal design to create more engaging and impactful bid submissions.
- Created process graphics to simplify complex concepts, improving stakeholder communication and decision-making.
- Designed branding and custom layouts for high-profile competitive bids, ensuring differentiation and a strong visual identity.

MARKETING ASSOCIATE

INTERFACEWARE | June 2018 - November 2019

Executed branding, event marketing, and digital campaigns to enhance company visibility and drive product adoption in the healthcare technology space.

- Designed multi-platform marketing materials, including brochures, case studies, and whitepapers, improving brand and product visibility.
- Led branding and messaging for the HIMSS Conference booth, strengthening the company's presence at a major healthcare industry tradeshow.
- Managed planning and marketing for the annual user conference in Chicago, overseeing event logistics, developing an integrated email campaign, and ensuring cohesive branding across all touchpoints.
- Increased LinkedIn engagement and followers, driving digital growth through targeted content and marketing strategies.

FOUNDER | LEAD DESIGNER

cherdesign.studio (Freelance) | February 2021 - Present

Deliver branding, packaging, and marketing solutions for diverse clients, ensuring strong brand positioning and visual storytelling across industries.

- Developed strategic brand identities, ensuring a cohesive presence across digital and print platforms.
- Designed packaging solutions, enhancing product appeal and strengthening brand perception.
- Created brand identity and marketing assets for Fresh by Cedes, fostering community engagement and customer loyalty.
- Designed marketing materials for Clutter Free Spaces, improving brand clarity and professional appeal.
- Developed scalable branding for Natalie Flores, ensuring visual consistency across multiple sub-brands.

CORE SKILLS

- **Brand & Visual Identity** – Creating memorable, strategic brand systems across digital and print.
- **Marketing & Campaign Design** – Developing multi-platform campaigns that enhance brand visibility and engagement.
- **User-Centered Design & Experience** – Combining branding and UX principles for seamless, visually engaging experiences.
- **Creative Direction & Problem-Solving** – Aligning visual storytelling with business goals to create impactful designs.
- **Social Media & Digital Engagement** – Designing content and campaigns for audience growth and brand visibility.
- **AI & Automation in Design** – Utilizing AI tools to streamline workflows, enhance creativity, and optimize design efficiency.
- **Email Marketing & Builders** – Designing email campaigns and templates using platforms like ActOn and HubSpot.
- **Leadership & Collaboration** – Partnering with cross-functional teams, stakeholders, and vendors to execute large-scale projects and events.
- **AODA & Accessibility Compliance** – Creating accessible Word, PDF, and InDesign documents that align with AODA guidelines.
- **Software & Tools** – Adobe Creative Suite (Illustrator, Photoshop, InDesign, After Effects, Premiere Pro), Figma, CMS Systems, Microsoft Office, Canva.

EDUCATION & CERTIFICATIONS

BACHELOR OF COMMERCE

Rotman Commerce, University of Toronto | 2013 - 2017

Specialist in Management, Concentration in Marketing, Minor in Economics

DIPLOMA, GRAPHIC DESIGN & INTERACTIVE MEDIA

Toronto Film School | 2018 - 2021

CERTIFICATION, PRODUCT DESIGN (UX/UI)

DesignerUp | 2024