

# CHERRISSE EBANKS

📞 416-302-0462

✉ cge\_1414@hotmail.com

🌐 cherisseebanks.com

📍 1525 Kingston Road, Unit 610, Pickering, ON L1V 0E9

## 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

*Leads cross-functional design initiatives that amplify Toronto's global presence, driving strategic branding, marketing, and multi-channel campaigns across digital, print, and experiential platforms.*

- Provides creative direction and strategic input across major campaigns, aligning visuals and messaging with business goals, audience insights, and stakeholder needs.
- Spearheaded large-scale campaigns like Cultures Remix, TOFest, and Billy Bishop Airport ads, delivering impactful activations that elevated Toronto's profile locally and internationally.
- Led the development of a Figma-based ad system, creating reusable components, scalable templates, and streamlined workflows that improved production speed, team efficiency, and design consistency.
- Project manages and oversees end-to-end delivery of branding and campaign work, coordinating timelines, resources, and cross-functional collaboration.
- Designed and produced interactive brand guidelines reflecting three years of brand evolution, enhancing usability and alignment for internal and external partners.
- Delivers a wide range of creative assets across print, digital, and video—including signage, email campaigns, newsletters, social media templates, digital ads, presentations, reports, event materials, sales collateral, and booths—demonstrating versatility, design leadership, and expertise across channels.

### 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**