



Carmen Sposato

Art Director/Graphic Designer

Personal profile

Highly creative and self-motivated art director and graphic designer with a knack for visually appealing design. Every design is crafted with intention and purpose to drive real impact. A visual communicator with attention to detail.

Education

January 2014 – April 2016

Graphic Design G102

George Brown College

September 2012 – April 2013

Art & Design Foundation G101

George Brown College

Contact information



www.creativebycarm.com



creativebycarm@gmail.com

Skills

Adobe Creative Suite

Microsoft Suite

PAC 2.0 (Accessibility compliance)

Figma

Experience & Personal Achievements

Senior Graphic Designer, TD Wealth

February 2023–present

- Lead and delivered on various large scale events designed to increase client engagement within TD Wealth through the use of unique digital and print tactics, leading to cost savings year after year.
- Art directed and lead on many print materials used to retain clients and increase engagement within physical TD branches across Canada.
- Lead branding for various projects designed to increase social awareness and drive donations for Right To Play through the use of tailored digital and print tactics.
- Art directed and lead on branding for Right To Play's new office space that hosted many high-profile donor visits which in turn provided unrestricted and restricted donations.
- Art directed branding and donor collateral for Right To Play and modernized their digital platforms utilizing the new brand elements.

Graphic Designer, Right To Play International

March 2016–February 2023

Graphic Design Intern, Right To Play International

January 2016–March 2016

- Conceptualized new ways to approach story telling through infographics which increased productivity.