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Vancouver BC



MELANIE CARTER RGD
communication designer

PROFILE

10 years graphic design experience.
4 years of graphic design education.
7 courses in sustainable design.
13 years of French Immersion studies.
Fluent in English & Spanish.

LINKS

Linkedin: linkedin.com/in/melanie-carter-rgd-2589a946
RGD: rgd.ca/members/profile/28777
Behance: behance.net/melaniecarter
Pinterest: pinterest.com/melanierlcarter

CERTIFICATIONS

CERTIFIED REGISTERED GRAPHIC DESIGNER, RGD May 2023–Present

EDUCATION

BACHELOR'S DEGREE IN APPLIED DESIGN (BADes) Jul 2010–Sep 2013
The Art Institute of Vancouver, Vancouver BC
Best of Show Award, 6x Merit Award Recipient, and 10x President's Honor Roll.

FOUNDATIONS IN ILLUSTRATION & DESIGN Jul–Aug 2009
Capilano University, North Vancouver BC
Portfolio prep program, drawing, art and design basics taught by IDEA program instructors.

VOLUNTEER EXPERIENCE

BRANDING PARTNER 2024 IN-HOUSE DESIGN AWARDS Sep 2023–Present
Association of Registered Graphic Designers (RGD), Toronto, ON

GRAPHIC DESIGNER Nov–Dec 2012
The Society Promoting Environmental Conservation (SPEC), Vancouver BC

GRAPHIC DESIGNER Nov–Dec 2012
Zero Waste Products, Pitt Meadows BC

GRAPHIC DESIGNER Aug –Sep 2012
Mount Pleasant Business Association (MBPIA), Vancouver BC

GRAPHIC DESIGNER May–Jun 2012
Commercial Drive Business Society, Vancouver BC

PUBLICATIONS

"The RGD unveils Branding by Arcadis for our 2024 In-House Design Awards", RGD, October 30, 2023
"The RGD announces our Design Partner for our 2024 In-House Design Awards", RGD, October 4, 2023

WORK HISTORY

GRAPHIC DESIGNER | MARKETING & COMMUNICATIONS Jan 2024–Present
Arcadis, Vancouver BC

As a member of this global team, I work on high-level initiatives from brand refresh to affinity group design campaigns. With a focus on brand continuity, I manage projects, conduct stakeholder engagement, review templates and graphics for brand compliance and work on brand guidelines updates.

GRAPHIC DESIGNER | GLOBAL BRAND & COMMUNICATIONS Jun 2021–Dec 2023
Arcadis IBI Group, Vancouver BC

Worked on award-winning projects that ranged from product branding systems, packaging, social media campaign visuals and event design to creating graphics for JEDI and DIB initiatives.

INTERMEDIATE GRAPHIC DESIGNER Feb 2017–Jun 2021
IBI Group, Vancouver BC

Led graphic solutions for regional digital and print initiatives including: award submissions, conference banners, flyers, infographics, conceptual illustrations, slideshows, brochures, web updates, and social medias. Conducted monthly meetings for regional designers to share tips, present projects and provide brand updates.

GRAPHIC COMMUNICATIONS DESIGNER Aug 2014–Jan 2017
IBI Group, Vancouver BC

In addition to marketing tasks, responsibilities included designing reports, presentations, boards, and marketing plans for large external clients. Provided concept development, design elements and final template for healthcare proposals.

GRAPHIC DESIGNER – MARKETING Nov 2013–Jul 2014
IBI Group, Vancouver BC

Created graphics for architectural, transportation and planning proposals. Illustrated maps, diagrams, icons and infographics for external and internal documents. Collaborated on marketing materials including panels, presentations, annual reports and brochures.

AWARDS

Quadaward Winner, Quadaward, September 2014
Award of the Day, Winner, Favourite Design, August 2014
Best of Show Award, Art Institute of Vancouver, September 2013
Packaging Spotlight, Trend Monitor, September 2013