



ALANA ORR

— *Graphic Designer* —

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Hello

I am a detail orientated, passionate individual. As I pride in the details, nothing is overlooked.

Currently I'm working as a Graphic Designer at Flora Manufacturing and Distributing, however I am available to take on freelance projects.

Education

BCIT + EMILY CARR 2009 – 2010
Design Essentials Program
Joint program between the two schools.
Graduated with a Diploma in Graphic Design.

Software Knowledge

Adobe Indesign	
Adobe Illustrator	
Adobe Photoshop	
Adobe Dreamweaver	
Microsoft Office	
Wordpress	

Design Skills

Packaging	
Typography	
Preflight and prepress	
Layout	
Product photography	

Interests

I am an active individual who is always up for a new adventure. As I am passionate about the outdoors, in my spare time one can find me outside. Whenever I can, I kayak, surf, kiteboard, bike, ski and snowshoe.

Professional Experience

GRAPHIC DESIGNER 2015 – PRESENT

Flora Manufacturing and Distributing

Created various marketing materials and promotional items while keeping to the brand guidelines. Designed the company newsletter, flyers, sell sheets, info cards, and a tradeshow shirt design for employees. Represented campaigns in print and social media.

LEAD GRAPHIC DESIGNER 2012 – 2015

Organika Health Products

Researched and designed multiple product lines with unique design languages to appeal to the desired demographics. Worked with various package formats, including: labels, boxes, shrink wraps, sachets, and gusseted bags. Created relevant marketing collateral and product displays. As the only graphic designer, I additionally preflight checked files prior to sending to print. Photographed and edited product shots for over 500 SKU's.

GRAPHIC DESIGNER 2011 – 2012

Audio Video Unlimited

Collaborated on the production for a national monthly flyer. Created various point of purchase materials, and direct mail pieces.

GRAPHIC DESIGNER – 2011

Sugoi Performance Apparel

Completed a graphic design internship working on various print materials such as catalogues and point of purchase displays. Designed a jersey and water bottle for the Sugoi custom line.

SEA KAYAK INSTRUCTOR 2007 – 2014

Ecomarine Paddlesport Centres

Instructed sea kayaking on the water. Taught and managed groups of children and adults in a variety of conditions. Worked in a retail store and a rental location.