

# Cassie Fournier

## Interactive Media Designer

**CONTACT**      **Phone:** 647-294-1844      **Email:** Cassie.Fournier@outlook.com      **Location:** Gloucester, On

Recent Interactive Media Design graduate from Algonquin College with a strong foundation in design principles and modern technologies. Enthusiastic and adaptable, eager to contribute creative skills to innovative projects and collaborative teams.

**PORTFOLIOS**      **Website**      kukk0006.github.io/CassieFournierPortfolio

**SKILLS**      UX/UI Design, Web Design, Wire frames, HTML, CSS, Graphic Design, Motion Graphics, Animation, Storyboards, Video - Filming, Video - Editing, Photography, Typography, Project Management, Leadership  
Adobe Suite (Photoshop, Illustrator, After Effects, Premier Pro, XD, Lightroom Classic), AirTable, MS Office & Excel, Krita, Affinity Photo & Designer, Word-Press, Figma, Visual Studio Code, GitHub, MatterPost

**WORK EXP**      **ElastaLink - Multimedia Designer**      *Aug 2024 - Present*

- Create a variety of digital and print materials, including fliers, self-mailers, menus, and video/animated banners, ensuring alignment with established branding guidelines.
- Photograph and edit food images for menu design, enhancing visual appeal and consistency with brand aesthetics and creating a 360 walk-through tour of the space.
- Provide design consultation on office decor, including sound panel designs, to create a cohesive and visually pleasing workspace.
- Designed a credits/wallet app UI from low fidelity through to fully interactive prototype
- Set up project management system for social media accounts for @Hive and @Bistro

**PROJECTS**      **Branding and Website**      *Jan - April 2024*

- Played key roles, team second/administrator and a designer, in re-branding and creating a Wordpress website for Populii.ca, contributing to the on-line presence of a growing business.
- Conducted research and developed user personas to inform website design, contributing to improved user experience and engagement.
- Designed a new logo and mock-ups of promotional material, helping to establish brand identity and recognition within the target market.

**Promo Video**      *Feb - April 2024*

- Led a team to create a promotional video within a strict four-week deadline, gaining experience in project leadership and teamwork.
- Implemented motion design techniques and special effects to enhance the video's visual appeal and effectiveness.
- Assisted in directing the project and contributing to design elements, gaining practical experience in video production and motion graphics.

**Document Layout and Design**      *Oct 2023 & Nov 2023*

- Designed a branded Vet Program Completion Certificate with fillable fields, simplifying administrative processes for veterinary offices.
- Developed a visually appealing promotional pamphlet, product labels and Shopify store front for a cosmetic company.

**Documentary Video**      *Sept - Dec 2023*

- Managed the production of a short biopic of a local brewer and their pub, gaining hands-on experience in all aspects of video production.
- Received positive feedback from peers and professors for the quality and professionalism of the video project.
- Completed the project on schedule, demonstrating project management skills.

**Freelance Portraits**      *Feb 2023 & March 2023*

- Produced high-quality head shots for on-line profiles, ensuring professional representation for the client.
- Enhanced eight stylized shots for theater playbills, contributing to the visual appeal of promotional materials for local productions.
- Consistently met project deadlines, demonstrating reliability and have deliverables ready before the deadline.

**EDUCATION**      **INTERACTIVE MEDIA DESIGN**      Algonquin College      Ottawa, Ontario K2G 1V8  
Deans Honors List 4x

**MEDIA & GRAPHIC DESIGN**      Bollman Technical Education Center      Thornton, Colorado 80229  
Lettered in Graphic Design level 2