



CONTACT

Ottawa, Canada

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cassandra-fournier/

PORTFOLIOS

Website

kukk0006.github.io/

CassieFournierPortfolio

LANGUAGES

English

German

HTML

CSS

JavaScript

Education

INTERACTIVE MEDIA DESIGN

Algonquin College

Ottawa, Ontario K2G 1V8 2024

MEDIA & GRAPHIC DESIGN

Bollman Technical Education Center

Thornton, Colorado 80229 2006

Achievements & Accolades

DEAN'S HONOURS (x4)

Algonquin College

Ottawa, Ontario K2G 1V8

IRISH CULTURE AND HISTORY - GSO

Munster Technological University

Tralee, Ireland T12 P928

HOBBIES



Cassie Fournier | Interactive Media & Graphic Designer

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.

SKILLS

UX/UI Design
Web Design
Graphic Design
Motion Graphics

Animation
Video - Filming
Video - Editing
Photography

Adobe Suite
Adobe Photoshop
Adobe Illustrator
Adobe After Effects

Adobe Premier Pro
Figma/Adobe XD
AirTable
MS Office & Excel

Work Experience

Jr Graphic Designer

Elastalink Corp

Aug 2024 - Current

- Create a variety of digital and print materials, including fliers, self-mailers, menus, and video/animated banners, ensuring alignment with 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.
- 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

SALES & PHOTOGRAPHY ASSISTANT

Most Valuable Player Team Photos

June 2024 - Current

- Set up and tear down lighting and backdrops for photography sessions
- Set up product displays to enhance merchandise presentation for increased sales.
- Provided knowledgeable advice to customers, improving their shopping experience.
- Conducted quality assurance on order forms to ensure accuracy in the sales process.
- Directed team members during youth sports team photo shoots to ensure smooth operations.

PROJECTS

Branding and Website

- Played a key role, team second/administrator and a designer, in rebranding 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.

Document Layout and Design

- 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

- 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.

Promo Video

- 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.

Freelance Portraits

- 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.