

# about sophoula | SOPHIA MCDONNELL

Sophia is a graduate of the Ontario College of Art & Design (OCAD), where she earned her AOCA in Communication and Design, and then proceeded to attend Sheridan College to specialize in Computer Graphics.

Driven by creativity and passion, she is a dedicated innovator with a keen sense of her clients' marketing needs. With over 20 years of experience, her background spans through a wide range of design disciplines and business categories, including Financial, Pharmaceutical, Sports & Leisure, Film & Entertainment, Arts & Culture, Consumer Goods, Publishing, Automotive, Electronics and more.

Sophia has worked with high-profile clients such as Synnex Canada, Sprint Canada, Hewlett Packard, Xerox Canada and TEVA Canada (Novopharm – a leading generic pharmaceutical company), to name a few. And most recently (currently) for BMO Bank of Montreal – her key role as BMO's in-house Senior Graphic Designer is to strengthen the company's profile by implementing and maintaining their corporate brand. This was accomplished through various print media that included corporate sales & marketing collateral, brand identity, tradeshow exhibits along with tradeshow support materials and give aways, package design, digital web design, powerpoint presentations as well as print and online advertising. Sophia's role with BMO has required that she wear many hats that involved not only the conceptual design process, but also execution right through to final production, including dealing one-on-one with vendors. She has worked with all of the Bank's divisions - this has allowed her to develop solid relationships among all Lines of Business in order to promote continuity in the company's image and brand — the essential elements of a strong market presence.

Overall, Sophia's diverse experience has given her the opportunity to adapt to any area of graphic design. Her innate ability to transform well-crafted visual storytelling into effective marketing tools, has gained her a solid understanding of the importance of corporate image representation. Strong decision making abilities, analytical and problem solving skills, enhanced by a commitment to continuous improvement, has consistently placed her in a position to contribute innovative design solutions. A team-oriented approach, in combination with a focus on goals, attention to detail, and self-motivation have allowed her to attain the kind of results required to compete in today's communication design industry.

#### **SPECIALTIES:**

Package Design, Corporate Branding & Identity, Print/Marketing Collateral, Trade Show & Exhibit Design, PowerPoint Design, Point-of-Purchase and Consumer Promotions (CPG), Corporate Event Marketing, Editorial Design, Digital Design, Online Advertising, E-Promo/Email Design.

**PORTFOLIO:** [www.sophoula.com/SophiaPortfolio.pdf](http://www.sophoula.com/SophiaPortfolio.pdf)

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## CAREER OBJECTIVES

To obtain a position that will enable me to utilize my diverse and extensive skills in commercial art and design, and enables me to create innovative design solutions that will make a positive contribution to the organization.

## WORK EXPERIENCE

### **BMO FINANCIAL GROUP** – February 2014 to present

Senior Graphic Designer – Special Events, Marketing Print Collateral, Packaging, Corporate Brand & Identity, Trade Show Graphics & Support Materials, Signage, Advertising, E-Promos/Eblasts, Digital Web Design, Logo Design, Brochure Design, PowerPoint Design, Financial Sheets & Guides.

### **SYNNEX CANADA** – 2013

Senior Graphic Designer – Special Events, Marketing Print Collateral, Corporate Brand & Identity, Trade Show Graphics & Support Materials, Signage, Advertising, E-Promos/Eblasts/Web Design, Logo Design, Brochure Design, Photo Retouching, PowerPoint Design/Animation, Point-of-Sale.

### **ENDEAVOUR MARKETING** – February 2011 to March 2013

Graphic Designer – Special Events, Marketing Print Collateral, Packaging, Corporate Brand & Identity, Trade Show Graphics & Support Materials, Signage, Advertising, E-Promos/Eblasts/Web Design, Logo Design, Bid/RFP Presentations, Brochure Design, Photo Retouching, PowerPoint Design/Animation, Point-of-Sale. Clients Include:

Pan Am 2015 • CN Tower • Culture Days • TIFF • Remedy's • Peacock Parade  
George Brown College • Ontario Summer Games • Best Buddies • Cinefranco  
City of Windsor • Government of Ontario • Melbar Entertainment  
Toronto Parking Authority (Green P) • Canadian Centre for Diversity  
Dundee Wealth/Dynamic Funds • Art Gallery of Ontario • American Express  
Roy Thomson Hall/Massey Hall • Canadian Art Foundation

### **TEVA CANADA (NOVOPHARM)** – June 2008 to October 2009

Graphic Designer, Sales & Marketing – Pharmaceutical Package Design, Corporate Print/Marketing Collateral, Trade Show & Exhibit Design, Promotional Premium Design & Print Advertising

### **XIBITA (THE PORTABLES)** – December 2005 to July 2007

Senior Graphic Designer – Exhibit, Print & Web Design, Package Design, Print Advertising & Marketing Collateral

### **COMMUNIQUE** – December 2000 to August 2002

Senior Graphic Designer – Corporate Events & Incentives Print Collateral (Posters, Invitations, Banners and Graphics for Set Designs), Power Point & Web Design

### **ONYX MARKETING GROUP** – June '98 to November '99

Intermediate Graphic Designer – Retail Point-of-Purchase, Consumer Promotions (CPG) & Sales/Marketing Collateral

### **SOPHOULA DESIGN (SOLE PROPRIETOR)** – July 2002 to February 2014

Conceptual Design to final execution, production & quality control of Sales & Marketing Collateral, Corporate Brand & Identity, Print Advertising, Editorial Design, Web Design, Package Design, Retail Point-of-Purchase. Clients include:

Gentec International • Pacific National Exhibition • Business in Vancouver Media Group • Watt International • Rogers Media - Publishing • Teva Canada Superpages • Stella Pharmaceutical Canada Inc • Wedding Bells Magazine

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## EDUCATIONAL BACKGROUND

GEORGE BROWN COLLEGE  
2013, Continuing Education – Web Design

SHERIDAN COLLEGE, OAKVILLE  
1996 - 1997, Computer Graphics

INSTITUTO DE ALLENDE, MEXICO  
Summer 1992, Photography

THE ONTARIO COLLEGE OF ART & DESIGN, TORONTO  
1988 - 1992, Communication & Design - Graphic Design

## ADDITIONAL EXPERIENCE

ORDER OF AHEPA, GREEK CHARITY ORGANIZATION  
January 1988 - May 1994: member  
May 1994 - May 1996: vice-president  
Co-ordinating various dinner/dances to raise funds for various charities  
including Hospital for Sick Children, the Bone Marrow Research  
Foundation of North America

PHOTOGRAPHY EXHIBITS  
March 1993 - Toronto HarbourFront, In Focus Photo Fair  
April 1993 - Eight Elm Photo Gallery

## PERSONAL CHARACTERISTICS

INTERESTS:  
Horseback Riding, Reading, Photography, Health & Fitness,  
Cooking, Chocolate Making + Baking

CREATIVE TALENTS:  
Graphic Design, Photography, Package Design, Computer Graphics,  
Multi-Media, Exhibit Design and Textile Design.

SOFTWARE KNOWLEDGE:  
Adobe Creative Suite Design (Photoshop, Illustrator, InDesign and Acrobat),  
Quark X-press, Final Cut Pro, Adobe Dreamweaver,  
Microsoft Office (Power Point and Word), HTML5/CSS (basic).

## REFERENCES

Available upon request