



Talia Dimerman

CONTACT

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www.taliadesigns.ca

EXPERTISE

Adobe Creative Suite
(*InDesign, Illustrator, Photoshop*)

Video Animation
(*After Effects, Premiere Pro, Premiere Rush*)

Sketch

Miro

EDUCATION

GRAPHIC DESIGN

OCAD UNIVERSITY // 2009 - 2013

Graduated from OCAD University in June, 2013 with a Bachelor of Design (BDes).

EXPERIENCE

SENIOR GRAPHIC DESIGNER

LOBLAW AGENCY // MAY 2023 - PRESENT

Lead designer on the Holiday Insiders Report '23 and Summer Insiders Report '24. Tasks include developing pre-pro photography decks, art direction notes, on-site photoshoot direction and layout development. As well, I work on day-to-day social, print and brand development projects for all of the PC brands.

GRAPHIC DESIGNER

INDIGO BOOKS & MUSIC // SEPT 2015 - MARCH 2023

Creative development and rollout for Indigo's seasonal campaigns, lookbook catalogues, social media accounts, in-store events and product packaging. In addition, I've worked on book layouts for Indigo Press and print campaigns for the Love of Reading Foundation.

JUNIOR DESIGNER

DENTSUBOS // JUNE 2014 - JULY 2015

Worked on digital/print production projects and social posts for DentsuBos, ANTIBODY, 360i Canada and Dentsu Media Canada. Clients of DentsuBos included Lexus, Toyota, Canon and Elevation Pictures.

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EXPERIENCE CONT.

DESIGN INTERN

NATASHA KOIFMAN PUBLIC RELATIONS // DEC 2013 - MARCH 2014

As an intern at NKPR, I designed creative pieces for fashion and lifestyle brands. Projects included promotional materials (tent cards, brochures), editorial trend reports sent out through email and NKPR brand materials (both digital and print).

DESIGN INTERN "M-SCHOOL"

ROGERS PUBLISHING // MAY 2013 - AUG 2013

Design intern within the Publishing Department at Rogers. As part of the Rogers M-School, I worked with Canadian Health & Lifestyle and Cosmetics Magazine. Responsible for the design of specific layouts each week. As well, involved in image research and production.

DESIGNER

DAY COMMUNICATIONS // MAY 2011 - SEPT 2012

Began as a summer intern. As of September 2011, worked as a Part-Time Junior Graphic Artist. Company formerly known as Day Advertising Inc. Designed web banners/print ads for a range of government based clients.

DESIGN INTERN

WORKOPOLIS // JULY 2010 - AUG 2010

As a graphic design intern, I helped rebrand Workopolis print materials. As well, worked on online/print banners and advertisements for B2B and B2C companies.

AWARDS

SEMI-FINALIST (PACKAGING)

ADOBE DESIGN ACHIEVEMENT AWARDS // 2013

Vintage Kraft Dinner boxes chosen from approximately 4,000 entries worldwide.

HONOURABLE MENTION (WEB DESIGN)

RGD STUDENT AWARDS COMPETITION // 2013

Gradients.org website and campaign given honourable mention for Web Design Category (RGD Student Awards Competition).

ASSOCIATIONS

PROVISIONAL RGD MEMBER

RGD // MARCH 2014 - MAY 2019