

AMY JANZEN

Graphic Designer, RGD

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Summary

Versatile problem-solver who uses design to advance business strategy and goals. Provides creative direction and critique to other designers. Develops compelling brand identities with consistency and attention to detail. Manages corporate website updates. Focuses on clarity and accessible design.

- Visual Design & Brand Identity
- Art Direction
- InDesign, Photoshop, Illustrator, AfterEffects, PremierePro & XD
- Wordpress, HTML5, CSS, & Bootstrap 4
- Technical & Product Illustration
- Microsoft Office & G Suite
- Print pre-production

Professional Experience

Multimedia & Graphic Designer | Mercatus Technologies Inc

April 2020–Present

- Branding: new Mercatus identity during 2024 merger and digitalgrocer.com, (inhouse podcast)
- Design: corporate website wireframes, product launches, eBooks, print ads and webinars
- Video: edits and uploads 1-2 content pieces per month; wrote, storyboarded and edited conference booth videos

Graphic Designer | Loopio Inc

January 2018–March 2020

- Designed identity and all print collateral for Loopio's first user conference
- Updated and rewrote corporate brand identity, touching all facets of corporate communications
- Art directed freelance designers and managed external vendors
- Supplied a wide range of customer/prospect facing graphic assets

Production Designer | Workplace Safety & Prevention Services

October 2016–December 2017

- Developed visual theme of national trade shows
- Designed web ads, brochures, flyers, advertorials, pop-up banners, and white papers
- Illustrated whimsical social media posts and ergonomics materials

Certification

Registered Graphic Designer

Member in good standing of the Association of Registered Graphic Designers
Speaker at the 2025 RGD Inhouse Design Conference

Education

Sheridan College Institute of Technology & Advanced Learning

Bachelor of Applied Arts with High Honours
Technical Illustration