

Tarah Bonne

Graphic Designer | Brand Developer | Marketing Coordinator

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Professional Summary

Accomplished graphic designer with expertise in creating impactful visual solutions for national campaigns and high-profile brands. Skilled in Adobe Creative Suite, social media strategy, and production management, with a proven track record of delivering results, including designing Home Hardware's 60th Anniversary logo for nationwide use. Experienced in cross-functional teams and optimizing workflows to meet strategic goals on time and within budget. Committed to crafting engaging designs that elevate brand presence and drive measurable audience growth.

Experience

Graphic Designer

Home Hardware Corporate – St Jacobs, ON – Jan 2021 – Present

- Designed promotional materials for national campaigns, ensuring brand consistency across print and digital platforms.
- Created Home Hardware's 60th Anniversary logo, featured nationwide in 2024 marketing collateral.
- Collaborated with cross-functional teams to produce bilingual weekly flyers, reaching over 5 million customers.
- Contributed to monthly furniture catalogs and holiday guides, balancing quality with tight deadlines.

Graphic Designer & Production

ZFactor – Waterloo, ON – Aug 2019 – Jan 2021

- Produced branded marketing assets for B2B clients, including Google Ads, billboards, animated web banners, and printed catalogs.
- Delivered up to 35 assets weekly, driving engagement and ensuring brand consistency across various industries.
- Partnered with clients and internal teams to align creative innovation with timelines and budgets.

Production Manager

Lumichrom – Breslau, ON – Oct 2018 – July 2019

- Directed production floor operations and optimized pre-press workflows, reducing proofing overhead by 75%.
- Negotiated supplier contracts, cutting material costs by 10% while maintaining high-quality standards.
- Managed pre-press production for clients like Manulife Insurance, ensuring on-brand and timely deliverables.

Graphic Designer & Marketing Coordinator

McCordick Glove and Safety – Cambridge, ON – Dec 2016 – Oct 2018

- Designed packaging, digital ads, and in-store displays for retailers such as Home Depot and Canadian Tire.
- Supported product development by producing detailed product mock-ups for manufacturing suppliers.
- Coordinated marketing campaigns across digital and print channels, maintaining alignment with brand guidelines.

Marketing & Communications

ER Employment Consulting & YYC Employment Consulting – Sault Ste. Marie, ON – Nov 2014 – Sept 2015

- Developed marketing strategies and materials for 5 employment agencies, enhancing accessibility and brand visibility.
- Created AODA-compliant print and digital collateral, including business cards, posters, and social media content.
- Improved social media engagement by launching and managing campaigns and analyzing metrics for optimization.

Senior Graphic Designer

Summit Tools – Vancouver, BC – June 2013 – Nov 2014

- Designed weekly ads for regional publications, including a 30-page monthly flyer distributed to 250,000+ subscribers.
- Increased flyer production by 50% through process streamlining and template standardization.
- Trained and mentored junior designers, developing a training manual to ensure quality and consistency.

Highlight of Qualifications

Conceptualize and develop design solutions using design principles to create visual communications that meet the needs of a given project, customer, or team. Design and produce media products using relevant, current, and emerging technologies.

- Proficient in developing and refining brand identities, including logos, typography, and color schemes.
- Experienced in producing on-brand assets for social media, print, and digital platforms, ensuring visual consistency.
- Collaborative team player with a proven track record coordinating across marketing, content, and web teams.
- Expert in Adobe Creative Suite (Illustrator, InDesign, Photoshop), with strong attention to detail and design principles.
- Skilled in managing multiple projects, ensuring timely delivery of high-quality creative assets under tight deadlines.

Software and Technical Skills

Adaptable to new software and industry trends, with a strong focus on continual learning and skill development.

- Adobe Creative Suite (Illustrator, Photoshop, & InDesign)
- Microsoft Office (Word, Excel, Teams, & PowerPoint)
- Corel Draw
- Social Media Platforms
- Project Management Tools
- CRM Tools
- Wix & HTML
- CataTag/Cataflow
- Onyx Rip Software
- Typography
- Layout
- Colour Theory
- Digital Photography
- Pre-Press
- Web Analytics
- Adhering to Brand Guidelines
- Print Design
- Proofing
- Research and Design Tools
- User Experience (UX) Design

Soft Skills

Highly professional and detail-oriented, known for delivering high-quality work on time and exceeding expectations. Skilled in effective communication and fostering collaborative solid relationships.

- Budget Analysis
- Time Management
- Ability to Prioritize
- Teamwork
- Interpersonal Skills
- Effective Written & Verbal Communication
- Conflict Resolution
- Resilient Under Tight Deadlines
- Monitor & Report on Outcomes
- Problem-Solving Skills
- Manage Multiple Projects
- Coaching and Onboarding

Education

Graphic Design - Three-year Diploma – Sault College, Sault Ste. Marie, Ontario 2011

Digital Marketing Micro-Credential – Ongoing – Conestoga College

Certificates

Design Thinking: Data Intelligence *LinkedIn - 2024*

Getting Started in User Experience *LinkedIn - 2024*

UX Deep Dive: Usability Testing *LinkedIn - 2024*

UX Research Methods: Interviewing *LinkedIn - 2024*

Inclusive Design *LinkedIn - 2024*

Interaction Design: Software and Web Design Patterns *LinkedIn - 2024*

Mapping for User Experience Projects *LinkedIn - 2024*

Digital Marketing Foundations *LinkedIn - 2024*

Figma Essential Training: The Basics *LinkedIn - 2024*

Marketing Fundamentals *Udemy - 2020*

Market Research: B2B *LinkedIn - 2024*

Marketing Tools: Social Media *LinkedIn - 2024*

Social Media Marketing: Strategy and Optimization *LinkedIn - 2024*

Social Media Video for Business and Marketing *LinkedIn - 2024*