

Tarah Bonne

Graphic Designer | Brand Developer | Marketing Coordinator

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Professional Summary

Accomplished graphic designer with a track record of delivering impactful visual solutions for national campaigns and high-profile brands. Skilled in Adobe Creative Suite, production management, and cross-functional collaboration. Designed Home Hardware's 60th Anniversary logo for nationwide use and led creative on the Region of Waterloo's Stage 2 Rapid Transit to Cambridge campaign. Committed to crafting accessible, on-brand designs that drive engagement and support strategic goals.

Experience

Digital Media Designer - Contract

Region of Waterloo – Kitchener, ON – Mar 2025 – Current

- Collaborated with GRT, Waste, HR, and the CAO's Office to ensure materials met AODA, WCAG, and brand standards.
- Designed and rolled out visual assets for major public campaigns, including the Stage 2 Rapid Transit to Cambridge and the Black Cart waste collection launch, translating complex policy into accessible, engaging visuals.
- Develop internal communication materials for HR and corporate initiatives, including PowerPoint decks, Chamber reports, policy visuals, and branded document templates.
- Acted as design lead on cross-functional projects, balancing tight deadlines, shifting priorities, and multiple client needs.

Graphic Designer

Home Hardware Corporate – St Jacobs, ON – Jan 2021 – Dec 2024

- Designed 40% of 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, 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 committed 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.

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 creative design, developing and refining brand identities, including logos, typography, and colour systems
- Experienced in creating accessible, on-brand materials for regional campaigns, internal communications, and public outreach
- Knowledgeable in AODA standards and government branding, with training in creating accessible documents using Adobe
- Collaborative team player with a track record of coordinating across marketing, policy, HR, and web teams
- Adept in Adobe Creative Suite (Illustrator, InDesign, Photoshop), with strong attention to detail and design standards
- Skilled in managing multiple projects, meeting tight deadlines while maintaining quality and consistency

Software and Technical Skills

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

- Adobe Creative Suite (Illustrator, Photoshop, & InDesign)
- Microsoft Office (Word, Excel, Teams, & PowerPoint)
- Accessibility and AODA Standards
- Social media platforms
- Project management tools
- CRM tools
- Wix & HTML
- PDF design and formatting
- Typography
- Layout
- Colour theory & Pantones
- Digital photography
- Pre-press
- Web analytics
- Adhering to brand guidelines
- Proofing
- Research and design tools
- User Experience (UX) Design

Soft Skills

Highly professional and detail-oriented, known for delivering high-quality design 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

- InDesign: Creating Accessible PDFs with WCAG 2.1 *Eliquo Training & Development Inc - 2025*
- 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*
- Social Media Marketing: Strategy and Optimization *LinkedIn - 2024*
- Social Media Video for Business and Marketing *LinkedIn - 2024*