



TYSON SCHOFIELD

Passionate, genuine, and creative Graphic Design student with a strong foundation in Adobe Creative Suite programs, including Photoshop, Illustrator, InDesign, Lightroom, and XD, as well as Procreate and HTML/CSS coding. Experienced with marketing design and social media management. Eager to leverage my skills and creativity and gain further industry experience contributing to part of a dynamic design team during an internship opportunity.



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tysonschofielddesign.com

EDUCATION

2021 - Present

Graphic Design

Vancouver Island University

2011 - 2018

Digital Media Studies

Vancouver Island University

2006 - 2011

High School Diploma

Nanaimo District Secondary School

SOFTWARE/TECH SKILLS

Photoshop

Illustrator

InDesign

Lightroom

XD

Procreate

HTML/CSS

AI Literate

OTHER SKILLS

Marketing

Sales

WORK EXPERIENCE

Freelance Graphic Designer

Nanaimo, British Columbia

Created visually striking branding solutions encompassing logos, cover art, and posters for various clients, including an excavation company, musical artists, and event promoters, resulting in an increase in brand recognition, growth in fan bases, and high ticket sales for events.

Collaborated closely with clients to conceptualize and execute design projects, ensuring that their vision and goals were met, resulting in high client satisfaction and repeat business.

Managed project timelines and deliverables efficiently, consistently meeting or exceeding deadlines, leading to a reputation for reliability and professionalism among clients and collaborators.

Supervisor/Marketing Team

Mood Cannabis | Nanaimo, British Columbia

Conceptualized and designed engaging social media posts that resonated with the target audience, resulting in increased user engagement, likes, shares, and comments, driving organic growth of the brand's online following.

Created visually appealing assets for the company's website, including graphics, banners, and images, thereby improving the overall user experience and reinforcing the brand's identity and message.

Collaborated closely with the marketing department to maintain brand consistency across all digital platforms, ensuring that the website and social media content aligned seamlessly with Mood Cannabis' marketing strategy.

Other Relevant Experience

Trees Cannabis | Sales Supervisor

Nordia Inc | Customer Loyalty Specialist

- Customer-Centric Approach
- Effective Communication
- Teamwork and Collaboration
- Resilience and Patience
- Sales and Marketing Skills