

FABIO EYMAEL

647-205-7839 • fabioeymael@gmail.com • [linkedin.com/fabioeymael](https://www.linkedin.com/fabioeymael) • Creative Portfolio FabioEymael.com

PROFILE

Award-winning Graphic Designer with over 15 years' experience within both not-for-profit and private industries creating engaging visual communications across multiple media channels. In-depth knowledge of print and digital processes. A true collaborator who partners with stakeholders at all levels for the creation of successful campaigns. Expertise includes; Online marketing, content strategy, visual communication, branding, UI and UX, and editorial design.

TECHNICAL SKILLS

Photoshop, InDesign, Illustrator, Acrobat, After Effects, Sketch, InVision, PowerPoint, HTML5, CSS3, JavaScript

PROFESSIONAL EXPERIENCE

The Princess Margaret Cancer Foundation, Toronto

2012 – 2019

Senior Designer, Front-End, and User Experience (2019 – 2019)

Senior Designer, Brand Management, and Marketing (2016 – 2019)

Digital Designer, Social Media, and Marketing (2012 – 2016)

- Serviced all in-house fundraising programs with creative assets; editorial and graphic design, infographics, brand development, art direction, photography, image retouch, motion design.
- Led the art direction of five publications that showcased the Princess Margaret Cancer Centre as a world leader. Over 160,000 copies distributed through the GTA. Now present in all Air Canada lounges.
- Created successful brands from inception. Delivered marketing assets including websites, apps, collateral, advertising, and presentation decks, which supported multi campaigns, raising over \$500 million.
- Owned end-to-end complex front-end and back-end implementations across two distinct systems; Kentico CMS (asp.net) and AKA Raisin (fundraising platform), reducing costs with external contractors and sped implementation by 50%. Some of the initiatives benefiting from the internal development were Colour to Conquer, Northern Pass, and Journey to Conquer Cancer, which alone raised more than \$2.5 million in 2019.
- Created and owned the Brand Standards Guide for the whole Foundation. Consistently ensured unity and brand integrity across all teams and events.
- Clarified and set clear goals and outcomes for the creative team's work in the production of print and digital marketing assets. Fostered a culture of project accountability, ensuring branding and quality control, delivery of high-quality work, on time, and budget.
- Assisted with the selection and management of vendors and contractors for The Foundation and Cancer Centre. Partnered with production and installation teams to ensure quality control and fast production.

GCM - Graphically Correct Media, Toronto

2010 – 2012

Interactive Graphic Designer and Front-End Developer

- Designed and coordinated design projects from concept through to completion, including brochures, brands, email blasts, restaurant menus, social media campaigns, and collateral for a mix of restaurants, hotels, construction firms, and health foundations including Holland Bloorview and Mackenzie Health.
- Designed and developed new responsive websites for a myriad of restaurants and small businesses in Toronto, including Nota Bene, Splendido, The County General.
- Designed the book Mona Lisa, Leonardo's Earlier Version; including the historical background, scientific testing, forensic expertise, and cutting-edge research in art authentication.

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Mart Pet Advertising, Recife/Brazil

2008 – 2009

Art Director and Pre-Press Director

- Designed a multitude of materials for a broad mix of clients with multi-million budgets, including Point-of-Sale materials, restaurant menus, brochures, postcards, annual reports, newspaper and magazine advertising, TV, and radio spots. Clients: Mercedes, Chrysler, Jeep, Sherwin-Williams Paints, governmental agencies, CHESF – largest power generator company in Brazil, restaurants, private schools, and retail.
- Performed quality assurance, followed up with production, reviewed print proofs, and signed-off on final artwork and designs.

PRIOR TO 2008

Emicê Advertising, Recife/Brazil, Art Director, and Print Production

Atma Advertising, Recife/Brazil, Art Director, and Print Production

Intergraf, International Print House, Recife/Brazil, Graphic Designer, and Print Representative

FREELANCE

Freelance Art Director

- Designed the book, Marianne Peretti: The Inventive Audacity. Launched at Salon du Livre de Paris, winning an Honorable Mention issued by the book fair. Also Shortlisted at Jabuti Book Awards, one of the higher prizes for Brazilian books.
- Designed complete art direction projects for art exhibitions, movies, concerts, book fairs, and talk shows.
- Coordinated meetings with clients, artists, and printers to analyze project details, production requirements, and set clear goals and outcomes for each case.
- Addressed and resolved technical and production issues with immediacy, ensuring completion within designated timelines and budgets.

EDUCATION AND PROFESSIONAL DEVELOPMENT

- **Bachelor's Honours Degree in Arts – Graphic Design and Advertising**
FAPE – University of Pernambuco, Recife/Brazil | 2002 - 2006
- **The Complete 2019 Web Development Bootcamp** – Udemy.com | Sep 2019 - Ongoing
- **Project Management Foundations [2016]** – Lynda.com | Mar 2018
- **UX Foundations: Prototyping** – Lynda.com | Feb 2018
- **Learning Motion Graphics** – Lynda.com | Jan 2017
- **Animation Fundamentals** – Lynda.com | Jan 2017

AWARDS AND RECOGNITION

- **HackIT Debt Challenge 2016 - First Prize** - Scotiabank Hackathon.
- **Ava Digital Award 2016 - Digital Marketing** - #NoHairSelfie.
- **Salon du Livre de Paris 2015 - Honorable Mention** - Marianne Peretti, The Inventive Audacity.
- **Jabuti Book Award (Top book award in Brazil)** - Shortlist - Marianne Peretti, The Inventive Audacity.
- **Summit Creative Award 2014** - Newspaper/Magazine - Journey to Conquer Cancer.
- **Neuron, Top of Mind** - CinePE, (Brazil).