



EMILY KRYZ



emilykryz.com



info@emilykryz.com



647 298 3109

ABOUT ME

Brainstorming is easy. Creating in alignment with brand & campaign goals is like capturing lightning in a bottle. While working at Taxi over the past two years, I was integral in creating impactful work for multinational U.S. tobacco/nicotine brands under BAT; driven by powerful copy-based storytelling. As a designer, I excelled at crafting a vibrant visual identity for Camel Snus, and collaborating on campaigns for other brands. In addition to my creative skill-set, I enjoy and have a focus on growing my presentation skills when pitching creative options to clients. While at Taxi, I'm grateful for the opportunities I've had to build a positive relationship with clients. Future-wise, I aspire to expand professionally into other brand sectors and product categories. I am currently **seeking an open position in design/branding** at a creative agency.

EDUCATION



OCAD UNIVERSITY

Bachelor of Design (Advertising)
2015-2019

AWARDS



NAC - SILVER AWARD

Kraft Singles
Summer 2020

EXPERIENCE

- **DESIGNER @ TAXI NYC/BAT – October 2021 - August 2023)**
 - NYC based advertising for British American Tobacco, for various cigarette brands & nicotine alternative brands.
 - Brand portfolio: Camel Snus, Vuse (MTL & NYC), Velo, NAS, Mohegan Sun.
 - Advertising design & brand evolution for Camel Snus for Digital and Print projects. Transforming and evolving the brand's visual identity, and aligning the new look for strategic brand goals for 2023 and beyond.
 - Understanding the client's broader outlook on their brand's future and pitching designs/concepts to clients.
 - Working alongside creatives and account executives as part of a team driven towards creating impactful work.
- **GRAPHIC DESIGNER @ CAVAN ADVERTISING – August 2019 - March 2020**
 - Branding and illustration for non-profits, unions, and small businesses. Re-branding the Cavan logo across all media.
 - Magazine advertising for the October issue of Building Trades.
- **GRAPHIC DESIGNER / INTERNSHIP @ GRAVITY PARTNERS – Summer 2018**
 - Internship as a student at Gravity, an Advertising agency.
 - Collaborating with Art Directors on mobile advertising and website landing pages for Sobeys "Shop Local" Campaign.
 - Photo-retouching for images on Coca Cola Canada's website landing pages.
- **GRAPHIC DESIGNER / INTERNSHIP @ CS&P ARCHITECTS – Summer 2017**
 - Internship at an architecture agency, in the marketing department. Updating the company book for digital and print.
- **MARKETING ASSOCIATE / INTERNSHIP @ LUMACARE – Summer 2017**
 - Summer Internship at Lumacare, a non-profit for senior support & care.
 - Assisted the Creative Director in making sure all media publications were on brand and formatting the Annual Report.
 - Designing social media content to increase customer retention and interest in the non-profit. Event posters & flyers.
- **FREELANCE DESIGNER – July 2015 - October 2021**
 - Projects involving logo & style guide creation, as well as designing keynote/powerpoint pitch decks for start-ups.
 - Project-based work for big clients & small startups in the tech and financial industry (ex. Clarium)
 - Other clients include small businesses in the food or entertainment industry. (ex. Chekuz Chilli)