



# EMILY KRYZ



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## ABOUT ME

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While working at Taxi BAT over the past two years, I was integral in crafting impactful work driven by powerful copy-based storytelling for major U.S. tobacco/nicotine brands. Brainstorming is easy, but crafting and pitching work in alignment with campaign and brand goals is like capturing lightning in a bottle. For BAT, a multinational US tobacco company, I excelled at developed a stronger visual ID for Camel Snus. I'm grateful for the opportunities I've had to build a positive relationship with clients. In addition to my creative skillset, I have a focus on pitching and presenting work. I'm currently looking for an advertising-based design or art direction role and want to expand professionally into other industries.

## EDUCATION



### OCAD UNIVERSITY

Bachelor of Design (Advertising)  
2015-2019

## AWARDS



### NAC - SILVER AWARD

Kraft Singles  
Summer 2020

## EXPERIENCE

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- DESIGNER @ TAXI BAT (October 2021- August 2023)**
  - NYC based advertising for British American Tobacco, for various cigarette and tobacco alternative brands.
  - Design/Branding for Camel Snus for Digital and Print. Other brands include: Vuse (MTL & NYC), Velo, NAS, Mohegan Sun.
  - Working with creative/copywriters and account executives as part of a team driven towards creating impactful work for various campaigns.
  - Understanding the Client's broader marketing strategy and pitching designs/concepts to clients.
- GRAPHIC DESIGNER @ CAVAN ADVERTISING LTD (August 2019 - March 2020)**
  - Branding and illustrations for non-profits, unions, and small businesses.
  - Tasked with re-branding the company, the re-design of the company logo.
  - Magazine one-page advertising for Building Trades.
- STUDENT INTERN @ GRAVITY PARTNERS LTD (Summer 2018)**
  - Internship as a student at Gravity, an Advertising & Branding agency.
  - Collaborated with Art Directors on mobile ads and website landing pages for Sobeys "Shop Local" Campaign.
  - Production work for web and mobile for Coca Cola Canada.
- STUDENT INTERN @ CS&P Architects (Summer 2018)**
  - Internship as a student at an architecture agency, updating their book for digital and print.
- STUDENT INTERN @ 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 put together the Annual Report.
  - Designing digital and social media content to increase customer retention and interest in the non-profit.
- FREELANCE (July 2015 - December 2017)**
  - Projects involving branding, brand style guide creation, logo design, and other creative assets.
  - Worked primarily with big companies & startups in the tech and financial industry (ex. Clarium)
  - Smaller clients include small businesses in the food or entertainment industry. (ex. Chekuz Chilli)