

FIONA FORMBY

Recent graduate
pivoting to Graphic Design

FIONAFORMBY.COM | [LINKEDIN](https://www.linkedin.com/in/fionaformby) | INFO@FIONAFORMBY.COM

Memberships

Member of Design Professionals of Canada, 2024

Skills

Creative Software

Adobe Acrobat
Adobe Illustrator
Adobe InDesign
Adobe Photoshop
Adobe XD
Adobe Lightroom
Brackets
Canva
Elementor
HTML/CSS
MailChimp
Responsive Web Design
WordPress

Marketing/Social Media

Facebook Marketing
Google Ads

Meetings/Productivity

Google Slides
Slack
Teams
Zoom

Honors

Winner, Popular Vote
(Short title of project – 5 words or less)
InFocus Film School, 2024
Project selected by peers as among best in class.

Education

Certificate, Graphic & Digital Design, 2024
InFocus Film School, Vancouver, British Columbia

Certificate, Registered Health Care Assistant, 2011
Douglas Community College, Vancouver, British Columbia

Featured Projects

Visual Identity • IMATS Convention

Redesigned logo of an existing conference. Created a hypothetical theme and key visual for their 2024 event. Key visual is the basis for an integrated campaign: homepage comp for the event's website, pole banners, attendee and speaker badges, and multiple items of swag. The overall identity was formalized in a style guide. Click here to explore the project.

Seed Packaging • Hope Harvest

Created a hypothetical seed company whose mission is [insert your cause]. Designed a typographic logo for the company with a primary and secondary color palette; a series of three seed packets showcases both. Created the [traditional, digital, photo] illustrations that appear on each package. Click here to explore the project.

Experience

Operations Manager
RV Rent Vancouver Island
Sidney, British Columbia 2018 - present

Managing all social media and creating content. Maintaining relationships with clients and local businesses. Creating reservations and scheduling fleet. Sending invoices to clients, managing payments and deposits. Overseeing staff duties and writing their schedules.

OFA III Medic
Action Safety
Fort Saint John, British Columbia 2015 - 2018

Provide medical care in accordance to scope of practice. Coordinate STARS site if needed. Generate daily ERP from site to nearest medical aid. Fill out daily paperwork (safety meeting with headcount, operations reports, AED checklist, hazard/incident reports if applicable.) Sign in and out personnel onto site.

Registered Health Care Assistant
Belevedere assisted living and Complex care.
Coquitlam, British Columbia 2011-2015

Medication administration and patient care. Compiled and filed client paperwork. Monitoring Health conditions and vital signs while also providing emotional support. Assisted in personal care.