

Bec Mitchell

Creative Team Lead | Graphic Designer | Art Director Ontario | bec.p.mitchell@gmail.com | (905) 519-2836 | **Portfolio**

Skills

Design Tools & Software:

- Photoshop, Illustrator, InDesign

Digital & Interactive Design:

- Website design (e-commerce, WordPress), social media content, interactive PDFs, data merge design

Print & Production:

- Packaging, large-format, catalogues, product graphics

Strategy & Approach:

- Canadian design, accessibility & inclusive design, brand strategy, design systems, design thinking, cross-functional collaboration

Education

Fanshawe College | London, ON
Advanced Diploma
Graphic Design | 2015–2018

University of London | Online
Brand Management: Aligning
Business, Brand, and
Behavior | 2024

Overview

Creative Team Lead and designer with 8+ years delivering national campaigns across graphic, digital, and print media. Mentors designers while remaining hands-on in execution. Skilled in accessible, inclusive design and design thinking, creating work that strengthens brands.

Experience

Creative Team Lead – Edge Imaging | Burlington, ON | 2021–Present

- Directed national campaigns and produced marketing assets for Tim Hortons, Barbie, Hot Wheels, and NBA teams
- Mentored three designers while remaining hands-on in design execution
- Developed accessible marketing materials consistent across digital and print

In-House Designer – Cuisivin | Oakville, ON | 2019–2020

- Sole designer for packaging, product photography, e-commerce visuals, and social media content
- Collaborated with clients including Wayne Gretzky Winery, Two Sisters, Peller Wines, and Wine Rack
- Created packaging and gift products featured in Linen Chest, AGO, Vancouver, and Muskoka
- Managed multiple projects in a fast-paced, client-focused environment

Sign Designer – Ontario Ministry of Transportation | St. Catharines, ON | 2018–2019

- Designed Ontario road signage, ensuring safety and regulatory compliance
- Developed a first-of-its-kind signage design, coordinating with legal and engineering teams
- Executed detail-heavy projects with high accuracy

Design Intern – Club Hub | London, ON | 2017–2018

- Supported campaigns, branding, and digital content for timely project delivery
- Produced assets across graphic, digital, and interactive platforms
- Collaborated with cross-functional teams to maintain cohesive visual communication

Portfolio