

# TIM KAPSIMALIS

## GRAPHIC DESIGNER

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## EDUCATION

### HONOURS BACHELOR OF ARTS IN SOCIOLOGY & CRIMINOLOGY

University of Toronto | 2013

### UX DESIGN

hackerYou | 2017

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## RELEVANT PROJECTS

### TASKEL MOBILE APP

hackerYou | 4 June 2017

Taskel is an app that helps users to have a plan of action during their commutes, and stick to it. The app seeks to assist the public with incorporating an assortment of tasks into almost any method of travel. Alerts allow complete focus on the task at hand, so users can lose themselves in their work without the worry of losing themselves in the city (e.g. missing their stop!).

**Design Rationale** » [www.wit180.com/taskel](http://www.wit180.com/taskel)

#### Cornerstones:

- ▶ Created personas in order to better communicate with a mixed audience.
  - ▶ Conducted user interviews and usability tests in preparation for app interface and architecture.
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## RELEVANT EMPLOYMENT

### GRAPHIC DESIGNER, JHSC WORKER CO-CHAIR

Precise ParkLink | July 2021 - Present

Precise ParkLink is a full-service parking and mobility organization operating across Canada.

- ▶ Assisting Marketing and RFP with graphic and video design (social media, print collateral, video editing, animation, videography, photography, web content, trade show and event collateral) for Precise ParkLink and its sister companies: Westhaven Property Management and a Royal LePage brokerage, as well as for external clients including cities, universities, major airports, hospitals, parks and other parking facilities all throughout Canada.

### ANIMATOR, VIDEO EDITOR

The Save Movement | March 2019 - November 2019, March 2021 - February 2022

The Save Movement is a vegan anti-speciest and animal-centric organisation that positions itself against all forms of oppression with a compassionate and love-based approach.

- ▶ Animated logos and short videos for social media campaigns in After Effects.

### GRAPHIC DESIGNER (PROJECT BASED)

Studio Love | September 2020 - November 2020

Promotional products company for dancer street wear, company wear, and merchandise.

- ▶ Completed a short term project creating colour swatches and editing item designs in Photoshop.

## **INHOUSE GRAPHIC DESIGNER**

The UPS Store | April 2019 - December 2019

The UPS Store network is the world's largest franchisor of retail shipping, postal, printing and business service centers.

- ▶ Created store ads, business cards, posters, and various client projects for print and video.

## **COMMUNICATIONS & DESIGN ASSISTANT, VIDEOGRAPHER**

Toronto Wildlife Centre | April 2018 - September 2018

Toronto Wildlife Centre (TWC) is the only wildlife centre in the Greater Toronto Area and the busiest in Canada. As a registered charity, TWC relies primarily on donations.

- ▶ Strategized/created content for all communications to drive broader awareness & donor support.

### **Cornerstones:**

- ▶ Filmed, within the first two weeks, a Fundrazr video that accumulated 104% of it's \$40,000 goal (\$41,548 raised from 229 contributors) to help rebuild the bird of prey flight cage that was destroyed by the early April wind storm of 2018. » [www.fundrazr.com/01LYx8](http://www.fundrazr.com/01LYx8)
- ▶ Worked with CP24 anchor and TV personality, Ann Margaret Rohmer, to create a video for the "Vets to the Rescue" fundraising project.

## **GRAPHIC & WEB DESIGNER**

Music Mentor Productions | July 2016 - January 2017

Music Mentor Productions is a CCMA nominated recording studio & Independent Record Label.

- ▶ Worked on Branding, Web Design, Product Design, and Advertising.
- ▶ Assisted with website updates; reviewed & approved content suggestions from other members.
- ▶ Developed a strong collaborative working relationship with a small team of 5 people.

## **INHOUSE GRAPHIC DESIGNER**

Connector's Academy / Metamo | May 2016 - November 2016

Networking and relationship-building for businesses, offering group workshops, intensive bootcamp programs, and one on one coaching.

- ▶ Designed logos, icons, diagrams, infographics, ebook covers, workshop handouts.
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## **RELEVANT VOLUNTEERING**

### **DIRECTOR OF NETWORKING**

SIPOfoundation | March 2015 - November 2016

SIPOfoundation is a registered charity dedicated to building a supportive and empowered community of youth, providing opportunities for growth and professional skill development –

- ▶ Worked on WordPress based website and social media involving Eventbrite & Hootsuite.
  - ▶ Organized 'SIPOconnects' evening networking events around downtown Toronto.
  - ▶ Assisted with the design and strategic development of web communications including email blasts, social media banners, posts (#MotivationalMonday), newsletters, and other requests.
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## **SOFTWARE KNOWLEDGE**

### **DIGITAL & PRINT**

- ▶ Photoshop
- ▶ Illustrator
- ▶ InDesign

### **VIDEO EDIT & ANIMATION**

- ▶ Premiere Pro
- ▶ After Effects

### **USER INTERFACE**

- ▶ XD
- ▶ Sketch