

Diana Fleming

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Experienced web & graphic designer with expertise in print & digital marketing, content management, and stakeholder communication. Proficient in Adobe Creative Suite with strong organizational and project managing abilities. Passionate about facilitating enjoyable experiences for others, learning about native plants, and thrifting.

EXPERIENCE

Freelance Web & Graphic Design, 2005- 2024

Created print & digital assets, including branding, websites & magazines for various clients, detailed selectively based on relevance below.

- Managed end-to-end coordination for client projects, ensuring timely delivery of digital & print assets.
- Designed and maintained websites using CMS platforms, including WordPress and Shopify, allowing for clients to focus on their respective businesses.
- Liaised with clients to create concise, engaging communication materials aligned with brand guidelines.
- Adapted to dynamic project demands, balancing multiple priorities under tight deadlines in both commercial and not-for-profit spaces.
- Delivered presentations and promotional content for workshops and campaigns, maintaining a high standard of professionalism.

Toronto Adult Cystic Fibrosis Center, web & graphic designer

- Completed the massive reorganization of this dense informational resource, resulting in increased ease of navigation and positive user experience.

North Toronto Hockey League, web design & online tool creation

- Modernized the website nthockey.ca with both a cleaner design based within client branding and with a restructured layout, leading to increased positive user experience.
- Designed and created a tool for parents new to hockey to determine their child's placement within the league, resulting in smoother onboarding of families.

Regional Municipality of Halton, graphic designer

- Created a series of unique print products for the purpose of community education on anti-smoking, including ideation and project management, on-site photography, copy editing, comic book development, and specialized note pads and brochures.

Urban Flower Farmer & Florist, 2021 - 2024

Queensdale Flowers, proprietor

- Seasonally designed and ran weekly market booth operations, managing logistics and inventory.
- Designed and maintained website and product availability online using WordPress and WooCommerce
- Grew quality cut flowers in an urban environment with regenerative agricultural practices, thereby reducing greenhouse gas emissions.
- Developed supply chains, managed budgets, processed inventory, and maintained records in compliance with operational guidelines.
- Created promotional materials for specific campaigns, including posters, social media content, and newsletters, leading to a 25% increase in sales for Mother's Day 2024.

Vintage Shop + Markets, 2012 - 2023

Odds and Mends, proprietor

- Sourced and curated collection of vintage housewares and furniture, managed inventory, as well as created merchandising displays
- Created and successfully ran the Annex Flea, a popular monthly pop-up market; curated and liaised with makers & vintage vendors
- Organized vendor contracts and managed relationships with stakeholders for pop-up markets.
- Created unique promotional materials for events, including posters and social media content.

SKILLS

Design

Branding • Corporate Identity
Logos • Business cards •
Brochures • Posters
Magazines • Trade Publications

Web

HTML / CSS
Some Javascript
CMS: Wordpress, Shopify
Sales: WooCommerce

Photography

Product • Lifestyle • Headshots
Retouching
AI Assisted Enhancement

Applications

Adobe Creative Suite
(Photoshop, Illustrator, InDesign)
Adobe Acrobat
Microsoft Office
(Excel, Outlook, Powerpoint
& Word)
Mac & PC Platforms

Soft Skills

Communication
Creativity
Adaptability
Emotional Intelligence

EDUCATION

Western University, 2001-05

Honours BA, Double Major:
English & 20th Century Culture

Ryerson University, Chang School, 2009-10

Graphic Communication

Ontario College of Art & Design, 2009-10

Web Design Certificate
