

# GILLIAN GREENBERG

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GRAPHIC, FASHION AND  
VIDEO PRODUCTION DESIGNER

## CONTACT

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## PROFILE

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16 year veteran of fashion and graphic design. I've done it all: creating a fashion line from scratch to making marketing assets for one of the leading makeup companies in the world. I love expressing my creativity through all things design, whether it be brand creation, creating assets for marketing campaigns, setting up photo shoots, video production design or even making patterns for dishware!

I'm extremely hard working and organized. I've had to juggle many clients at one time, multi-tasking is definitely a strong-suit.

I would love the opportunity to challenge myself further and see how far I can take my creativity and leadership to help elevate a company I believe in.

## EDUCATION

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DEC, Fashion Design  
Lasalle College | 2006

Graduated as top student in the class. Was chosen out of 150 students to show-case their Haute – Couture pieces from the final projects.

## WORK EXPERIENCE

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Freelance Designer  
2013-Present

Working with numerous companies developing brand identity and assets for web, print and commercial goods. Clients include L'Oréal and their affiliate brands IT Cosmetics, Urban Decay, Shu Uemura and the L'Oréal outlet - creating newsletters, banners, ads, social media assets and in store marketing material (shown in Sephora). Creating thumbnails and channel banners for 3 large Youtube channels. Created the brand identity for a local restaurant "Moushi" including, logo design, color palette, and menu. Co-created the Facebook page "Garnished" which amassed hundreds of millions of views.

Nexttime Productions  
Head Designer | 2010-2017

Created graphics to compliment and expand the brand. This includes; Designing graphic tees, posters and promotional give-away items that sold over 100,000 units worldwide. Visiting printing facility to ensure production quality. e.g.: Color, scale and registration. Sourcing new silhouettes to keep stock fresh and up to date. Created the logo for the show "Epic Meal Empire" which premiered on the FYI channel. Designed the set and logo for the show "Epic Gaming Time".

Cydney Mar Inc.  
Fashion Designer and Graphic Artist | 2011-2012

Working multiple jobs in a start-up atmosphere. Taking on the role of assistant designer, graphic artist and assistant production manager. Designing side-by-side with the head designer to create on-trend collections for the global market. e.g.: QVC UK and The Shopping Channel. Made initial lay-outs for company website and assisted in creating the concept for online store and marketing. Created logos for affiliated charities such as; World of Hope and Seeds of Hope. Designed packaging components (labels, hang tags, stickers..etc) Brought in new clients via my graphic tee designs. Key person in the production process. e.g.: Sending POs for fabric, making content labels, filling out spec sheets, technical sketches, finding appropriate trims and visiting the contractors.

Mark Edwards Apparel Inc  
Fashion Designer and Graphic Artist | 2008-2011

Initially hired on part-time basis but quickly took on extra responsibilities. Manage multiple concurrent design projects for private label clients. Worked directly with sales teams throughout projects and coordinate with printers and suppliers. Managed designs all the way from concept to print production. Trained new designers and assisted with the hiring process as needed. Improved project organization by implementing priority lists and day-to-day recaps, thereby increases overall productivity and getting work done ahead of schedule.

Production Manager/ Assistant Designer  
Buffalo Inc. | 2006-2007

Took on the role of production manager while simultaneously being the assistant to the head designer. These roles included: Aiding in development of catalogues for sales meetings, technical sketches, identifying the garment's proper measurements and notions, researching new trends for upcoming collections/ making wash comments / styling comments on samples, putting together the collection boards, fittings / translating fits into specs for suppliers and making sure garments are production ready. During this time I was chosen to work on two collections in China while still upholding my dual responsibilities, working very long hours to maintain very strict deadlines. I had an active role in sales meetings by presenting our new collections to buyers.