

Chris Shaw

Media Designer, Graphic, Digital, Print & UI/UX

Figma, Adobe Creative Suite, Design Systems, Pixel-Perfect Production

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EXPERIENCE

Lithoweb Inc, Bolton, ON — Customer Service & PrePress Solutions

February 2026 - Present

- Processed client files into print-ready formats utilizing spot color separation and CTP workflows, reducing production errors.
- Managed high-volume file preparation and version control, improving turnaround time across production cycles.
- Utilized Excel tracking systems to maintain accurate production timelines and delivery schedules.

Staples Canada, Richmond Hill, ON — Digital Print & Operations Specialist

January 2023 - May 2025

- Delivered 200+ weekly design assets across digital and print formats, maintaining consistency with brand guidelines and layout standards.
- Spearheaded workflow automation utilizing Fusion Pro and Salesforce, reducing production time by 40%.
- Designed responsive digital assets utilizing Figma, ensuring accessibility and consistency across platforms.
- Directed content QA and file validation processes, reducing design and production errors by 25%.
- Built structured design templates and asset libraries, improving scalability and reducing repetitive work.
- Collaborated across teams to deliver design specifications and production-ready assets under tight timelines.

Metroland Media | Toronto Star, Toronto, ON — Digital Campaign Coordinator

April 2022 - December 2022

- Designed and optimized 100+ digital layouts utilizing CMS platforms, improving engagement and readability.
- Utilized analytics and structured design improvements, increasing page performance to 1,000+ views per article.
- Facilitated cross-functional collaboration, aligning design execution with campaign requirements.
- Conducted QA audits ensuring accessibility, layout accuracy, and visual consistency.

CAREER OBJECTIVE

Senior Designer with 7+ years of experience delivering pixel-perfect design across digital, print, and large-scale event formats. Extensive experience utilizing Figma and Adobe Creative Suite to build design systems, structured layouts, and production-ready files aligned with strict brand guidelines. Strong ability managing high-volume design iterations, maintaining typography, grid systems, and visual consistency across platforms.

Record improving production efficiency, reducing errors, and delivering detailed design specifications through structured workflows and collaboration across teams.

Outside of work, I design album art and organize my personal music library, which sharpens my instinct for structure, rhythm, and visual storytelling.

TECHNICAL SKILLS

Microsoft Office

- MS-Powerpoint | MS-Word | MS-Excel | MS-Outlook

Adobe Creative Suite

- Adobe Acrobat Pro | Adobe Illustrator | Adobe Photoshop | Adobe InDesign | Adobe After Effects | Adobe Premiere Pro | Adobe XD

CMS and Web Design

- Figma | Webflow | Wordpress | Zeplin

Analytics Tools

- Google Analytics & GA4 | Adobe Analytics | Adobe Experience Manager (AEM)

CRM

- Monday dot com | Jira-Atlassian & Asana | Salesforce CRM | Slack

Metroland Media | Toronto Star, Toronto, ON — Graphic Designer, Creative Services

July 2019 - April 2022

- Produced 200+ weekly digital design assets, maintaining high-volume output with consistent typography and layout standards.
- Built design templates and grid systems, reducing production time and improving consistency.
- Improved accessibility compliance across digital assets utilizing WCAG standards.
- Leveraged Fusion Pro for personalized design outputs, improving targeting and engagement.

Magna Mirrors Closures & Lighting, Newmarket, ON — Graphic Designer

July 2017 - March 2019

- Executive presentations lacked clarity and engagement, redesigned layouts utilizing structured grid systems, typography hierarchy, and visual storytelling, reduced presentation length by 30% and improved stakeholder comprehension.
- Built a centralized asset library, reducing design turnaround time by 50%.
- Collaborated across Engineering and Marketing to deliver production-ready design assets.

EDUCATION

Technical Diploma with Honours, Web Developer — BrainStation, Toronto, ON

Graduated in March 2023

Postgraduate Advanced Diploma with Honours, Graphic Design — Seneca College, Toronto, ON

Graduated in December 2017

COMMUNITY & VOLUNTEER

Out & Out Club, Toronto, ON — Board Member, Graphic & Web

February 2025 - Present

Writing, time management, self, product, operational improvements, ms office, interviews, growth, execution, ethics, development, detail oriented, communicate, client facing, business processes, business objectives, collaborative

Accessibility Standard AODA/WCAG

Web Development

- HTML5 & CSS3 | JavaScript | React.js |

Axios | Node.js | .env | DOM

Marketing Tools

- Marketing and Workflow Automation |

Canva | Mailchimp

AI Tools

- Google Stitch | ChatGPT5.3 | GitHub

CoPilot | Claude | Perplexity | Midjourney |

Grok | Sora

PowerPoint & Google Slides

Fusion Pro (Variable Data)

SPECIALIZATIONS

Typography, Grid Systems, Visual Hierarchy, Component Libraries, Asset Libraries, Responsive Design, Digital, Print and Broadcast Formats, Production-Ready Files, Design Specifications, Color Systems, Layout Design, High-Volume Design Execution, Version Control, AI Tools, Problem Solving, Social Media Design (Instagram, LinkedIn, Facebook), Motion Design & Video Editing, Design Systems, Production Assets, Brand Identity & Visual Guidelines, Editorial Calendar Contribution, Static & Animated Content Development, Content Strategy Support, Cross-functional Collaboration, Accessibility (WCAG / AODA), Time Management & Multi-project Delivery.

AWARDS & CERTIFICATES

Certified Graphic Designer — RGD

Google Analytics Certified — LinkedIn

AODA Customer Service Training — Metroland Media Group

Active Contribution — Cosmos Sports Design Internship, February 2017

LANGUAGES

English — Fluent