

# KASSARA HARDER

---

📍 Vancouver, BC

🔗 [kassaraharder.design](http://kassaraharder.design)

✉ [kassieharder@gmail.com](mailto:kassieharder@gmail.com)

☎ 403.605.3553

## Skills

---

- Excellent written and oral communication.
- Highly detail oriented and organized.
- Prioritizes tasks to complete multiple projects on deadline.
- Work as part of a team or independently.
- Creative problem solver.
- Learns quickly.

## Software

---

- Adobe InDesign
- Adobe Illustrator
- Adobe Photoshop
- WordPress
- Adobe Acrobat
- Adobe Premiere
- MailChimp
- Microsoft Office
- Google Suite
- Asana

## Summary

Multi-faceted and adaptable graphic designer with 16 years of experience including print production, web design, social media strategy & project management. Dependable, loyal and driven to help organizations succeed. Enjoys connecting and collaborating to bring visions to life through design. Faces challenges head on and eager to continue learning.

## Experience

### **Mayfield Renovations Ltd.**

#### **Project Manager | Marketing**

June 2016 - April 2019

- *Directed creative of new website launch and completed website updates.*
- *Maintained brand identity designing advertising and promotional materials.*
- *Filmed and edited videos for social media.*
- *Coordinated and directed photo shoots.*
- *Developed social media campaigns.*
- *Communicated daily updates to clients.*
- *Coordinated up to 7 renovations at once, ensuring project timelines were kept on track.*
- *Improved workflow by implementing online business permit application procedure.*

### **Sierra Publishing**

#### **Senior Graphic Designer**

February 2013 - April 2019

- *Provided consistently accurate print layouts, ensuring correct ad placement and proofing and editing all files for output.*
- *Implemented new processes to streamline production, resulting in exceeding deadlines.*
- *Trained junior designers and delegated work.*

### **ReMax First**

#### **Administrative Assistant**

Contract, 2017

- *Setup and managed Instagram page.*
- *Maintained brand identity designing sales material and creating new internal documents.*
- *Developed filing and data entry systems.*
- *Accurately measured and drafted floor plans.*

## **The Image Stop**

### **Web Design**

Contract, 2017

- *Independently designed a number of Wordpress sites, complying with client's needs.*

## **The Digital Post**

### **Graphic Designer | Manager**

September 2005 - January 2012

- *Consulted with clients to determine design aesthetics and output requirements.*
- *Created graphics and layouts to specifications.*
- *Prepared quotes & invoices.*
- *Consistently achieved sales targets.*
- *Hired and trained new staff.*
- *Provided a full range of business services including laser printing, photocopying, scanning, binding.*

## **The UPS Store**

### **Graphic Designer | Manager**

March 2003 - August 2005

- *Assisted head office with startup of 4 locations.*
- *Consulted with clients to determine design aesthetics and output requirements.*
- *Created graphics and layouts to specifications.*
- *Coordinated shipping and receiving.*
- *Provided a full range of business services including laser printing, photocopying, scanning, binding.*

## Education

### **Mount Royal University**

**Digital Communications** - *Writing and Editing for Digital Media, Search Engine Marketing, Managing Content for Social Media*

**WordPress** - *Intro to WordPress, Designing in WordPress, WordPress for Business*  
2016-2017

### **Applied Multimedia Training Centre**

**Multimedia Design & Communication**  
2001 - 2002

### **Vincent Massey Collegiate**

**High School Diploma**  
1998 - 2000

## Professional Development

### **Landmark Worldwide**

**Landmark Forum**

**Advanced Course**

**Self Expression & Leadership**

**Communication Access to Power**

## Volunteer

**HomeFreeYYC** - *video editing*

**Landmark Worldwide** - *assisting program*

**NTSAD** (National Tay-Sachs & Allied Diseases Association) - *annual family conference logo, promo materials*

**Friends of Fish Creek** - *grief walk companion*

**Alberta Animal Rescue Crew Society** - *foster home*

**Cats Ahoy** - *assisting at trade show booths*

"If you're considering hiring Kassara, she's going to be an amazing asset to you. She's pleasant to work with every day, and an incredible team player."

– **Karla Mayfield**

*Owner, Mayfield Renovations*

"Kassara is loyal, trustworthy, and sincerely dedicated to ensuring great customer service, from her one to one interactions with customers to the quality completion of her projects."

– **Lisa Overland**

*Owner, The Digital Post*

"The designs Kassara created are amazing! I can't quit staring at them. I don't really know what I expected or envisioned, but this is so much more! I love them all and I love the colors."

– **Becky Benson**

*Founder, RISE: Community for Women*