

SHARON SEREBRO

my story.

PROFILE

With over 20 years of experience in the creative landscape as a Design Director and Creative Director, I am driven by a deep passion for creativity and the power of design to tell stories, connect people, and inspire change. Throughout my career, I have led teams, nurtured talent, and created campaigns that not only achieve business goals but also resonate on a human level. I am now seeking an opportunity to bring my experience, empathy, and vision to a role where I can continue guiding meaningful design work that leaves a lasting impact on both brands and the people they serve.

CLIENTS

Apple / Astra Zeneca / British Columbia Utilities / Bezeq / CannabCo / Cancer Action Now / CMHC / CSL Pharma / Eli Lilly EQAO / Eva Labs / Gap Ikea / Interac / Irwin Tools / Henkel JCC / Jennair / KitchenAid / Lexus / Mars / Mazda McMaster University / Mercer / Merck / Mozilla / MyDario / Nudestix / NWMO / OLG / OTG / Pepsico / Predue Queen's University / Rogers / Sanofi / CSL / Scotia Bank / Shufersal / Teva / TNPI / Transport Canada / Viva Wellness Together Canada

PROJECTS

Astra Zeneca - PHSSR

Scope: Providing UX/UI expertise for Repository/Portfolio website of all the materials they have for their corporate initiative,

Outcome: Improved user engagement and accessibility, leading to partnership for Health System Sustainability and Resilience (PHSSR) in Canada directing their stakeholders on where they can find out more about their corporate initiative.

KitchenAid

Scope: Event Design and execution of print collateral Introducing 2023 KitchenAid color of the Year to media and influencers.

Outcome: Detailed immersive event awarded CPRE Silver in the New Product or Service Launch Campaign of the Year category.

Queen's University

Scope: Create a website to rollout strategy and drive awareness to Queens university proposition, and future strategies.

Outcome: Increased engagement, facilitating better access to academic resources by driving awareness and excitement for the University's new Strategy across the Queen's community targeting priority external audiences

EQAO

Scope: Providing Comprehensive Website Audit Report with insights and actionable recommendations.

Outcome: A report including: SEO Audit / User Experience (UX) Audit / User Interface / Performance Audit Content Audit / Accessibility Audit

Mazda

Scope: Create an earned-first, integrated cause marketing campaign that would generate brand fame by helping small businesses rebuild and get back on their feet.

Outcome: Production of story telling videos The program was a resounding success, driving more than 5,000 nominations from Canadians – in turn, allowing Mazda Canada to support more than 200 small businesses at an exceptionally difficult time.

TOOLS

Design: Photoshop / Indesign / Illustrator / Acrobat / Canva

UI: Figma / Sketch / XD

Project Management: Monday.com / Asana / ClickUp / Trello / Harvest / Teams / Slack / Microsoft Office

UX: SEMrush / HotJar / GA / Wave

Coding: HTML / CSS / Wordpress

EDUCATION

Crestcom | 2019-2020

Leadership Training Proven to Create Lasting Changes

Seneca College of Applied Arts and Technology | 2007 – 2008

Web/Multimedia Management and Webmaster Honorary Certificate

Ort Israel College | 1993 - 1995

Visual Arts, Graphic Design

EMPLOYMENT

EQAO, Senior Web and Digital Lead June 2024 to Present | Toronto, ON

Hill+Knowlton Strategies, Design Director September 2021 to January 2024 | Toronto, ON

Sharon Serebro Creative, Freelance, Art Direction | UX-UI Designer March 2020 to August 2021 | Toronto, ON

Elite Digital, Senior Creative Director - Digital August 2016 to February 2020 | Toronto, ON

HackerU, Head of Graphic Design Department, Lead Graphic Design Instructor August 2011 to July 2016 | IL

Sharon Serebro Creative, Freelance, Art Direction 2003 to 2016 | IL

Young & Rubicam Group, Art Director 1998 to 2003 | IL

the role / **CREATIVE DIRECTOR**

As Creative Director, I led the development and articulation of the creative vision and strategy for campaigns and projects, ensuring all work aligned with brand identity, values, and objectives. I oversaw the entire creative process from concept through execution, delivering projects on time, within budget, and to the highest quality standards.

- Directed and mentored design teams, fostering talent growth and building a culture of collaboration, creativity, and innovation.
- Generated original creative concepts for campaigns, products, and large-scale initiatives, driving engagement and brand recognition.
- Partnered with marketing, product development, and cross-functional teams to align creative work with business objectives and growth strategies.
- Developed and enforced brand guidelines, ensuring consistent visual and verbal messaging across all platforms and media.
- Presented creative concepts and campaigns to clients and stakeholders, incorporating feedback while maintaining creative integrity.
- Secured client satisfaction and repeat business by delivering award-winning campaigns recognized for creativity and effectiveness.
- Reviewed and approved all creative materials prior to production, safeguarding brand standards and creative excellence.

the role / **DESIGN DIRECTOR**

As Design Director, I defined and guided the visual direction for advertising and PR campaigns across print, digital, social, experiential, and broadcast. I led award-winning projects that elevated brand visibility and earned industry recognition, including multiple CPRE Awards.

- Directed and executed high-impact campaigns that drove measurable results and strengthened brand presence.
- Supervised all design output to ensure alignment with brand identity, campaign objectives, and quality standards.
- Mentored and inspired creative teams, fostering collaboration, innovation, and professional growth.
- Partnered with production, account management, media, and digital teams to maintain creative integrity across every campaign touchpoint.
- Championed design excellence by developing concepts that resonated with diverse audiences and supported business goals.

the role / **ART DIRECTOR**

As an Art Director, I combined branding expertise, digital design, and integrated marketing to create impactful campaigns and experiences that elevated client brands across multiple channels.

- Branding: Developed new brand identities and evolved existing ones, ensuring consistency and strong market positioning.
- Digital Design: Applied deep knowledge of UX/UI principles and accessibility to design websites and mobile apps that improved user engagement and usability.
- Digital Marketing: Created and executed campaign designs across social media platforms, driving audience growth and brand visibility.
- Print & Production: Produced high-quality marketing collateral, ensuring accuracy and creativity from concept through final production.
- Offline Advertising: Designed and delivered trade publication ads, OOH, packaging, POP/POS, and pop-up retail experiences.
- Experiential & Shopper Marketing: Directed creative for broadcast, loyalty programs, guerrilla marketing, and in-store promotions, generating measurable increases in customer engagement and sales.

the role / **UX and UI DESIGNER**

As a UX/UI Lead, I drove user-centered design strategies by combining research, creativity, and collaboration to deliver intuitive and impactful digital experiences.

- Conducted and analyzed user research (interviews, surveys, usability testing, and analytics) to uncover user needs, pain points, and behaviors, directly shaping design solutions.
- Developed and structured website content architecture, creating sitemaps, user flows, and wireframes that optimized navigation and improved usability.
- Designed wireframes, mockups, and interactive prototypes to bring concepts to life and validate solutions with stakeholders.
- Delivered visually engaging and functional user interfaces, ensuring consistency in typography, color, and layout across platforms.
- Collaborated closely with developers and cross-functional teams to ensure design feasibility, alignment with project goals, and seamless implementation.
- Championed accessibility standards (AODA) and conducted audits of existing websites to identify and resolve usability gaps.
- Successfully delivered projects that enhanced user experience, improved site performance, and supported business objectives.

the role / **DESIGN & WEB INSTRUCTOR**

I pioneered college-level design curriculums and have trained over 600 design professionals, empowering them with both technical skills and creative insight. As an instructor, I guided students across a diverse range of disciplines, including Adobe Creative Cloud (Photoshop, InDesign, Illustrator), HTML/CSS coding, graphic design theory (color, layout, typography), UX/UI, digital design, and advertising, fostering both mastery of tools and a deep understanding of design principles.

SHARONSEREBRO