




647-919-7273 
melissafurdal@gmail.com 
www.melissafurdal.com 

Melissa Furdal

USER INTERFACE DESIGNER

EDUCATION

SHERIDAN COLLEGE 2012

Web Design Post Graduate Program
Ontario College Graduate Certificate

FANSHAWE COLLEGE 2009

Graphic Design
Advanced Diploma

ACHIEVEMENTS

- 2019 On the spot award at CIBC Digital
- 2017 Telly Award Bronze Winner for 98.1 CHFI Dream Machine campaign
- 2017 Brand Award for Rogers illustration style

BRANDS

Rogers • CIBC • Fido • Lipton •
AGO • Chatelaine • City TV • Perrier •
The Shopping Channel • Second Cup •
Nike • Movember • Marshalls • CHFI •
KiSS 92.5 • The Shopping Channel •
The Shopping Channel

TOOLS

Sketch
Adobe Creative Suite
Photoshop
Illustrator
InVision
After Effects
Adobe Experience Manager

EXPERIENCE

CIBC DIGITAL *June 2018 - Present*

UI DESIGNER

- Create visual guidelines and overall look and feel for a new social 'Stories' feature within the mobile app
- Create landing pages along with graphics for social/digital platforms for multiple campaigns
- Build out landing pages and internal ad spots within AEM

ROGERS CREATIVE GROUP *October 2014 - June 2018*

SENIOR DESIGNER

- Conceptualize and execute digital, social and print campaigns for multiple brands within Rogers across all social platforms broadcast and digital media
- Create the illustration style guideline to be used throughout the Rogers Brand, office wayfinding, awards and additional Rogers media
- Design multi sized graphics for environmental/office spaces along with wayfinding iconography
- Conceptualize detailed creative presentations for campaign pitches
- Design print and digital magazine layouts for brands such as Chatelaine, LOULOU, Today's Parent, Macleans and Flare

TRIANGLES AGENCY *August 2012 - October 2014*

INTERMEDIATE DESIGNER

- Contribute to design pitches by designing digital and social assets, landing pages, and responsive sites
- Conceptualize and design an app specifically used on iPad to engage guests at Movember industry events
- Illustrate graphics, iconography, and layouts for social blogs and media postings
- Design and developed landing pages, and responsive sites