



JUSTYNA JANECZEK

Graphic Designer | Digital Marketing

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About Me

As a creative designer, I blend innovation with emerging trends to craft unique and impactful designs. My background in Graphic Design, UX/UI, and Health Studies & Equity drives my passion for creating meaningful design experiences. I specialize in branding, layout design, and digital illustration, striving to push design boundaries and inspire through my work.

Education

Graphic Design and Visual Communication Skills Certificate
OCAD University | 2024

User Experience (UX) Design and Development Skills Certificate
OCAD University | 2023-2024

Honours Bachelor of Arts
University of Toronto | 2019-2023
Health Studies
Critical Studies in Equity and Solidarity

Projects

NatraBags PopUp Event
Poster Ad | 2024

Juxtaposition Magazine Vol. 15
Magazine | 2023

The Future is Female
Magazine | 2023

Skills

Branding

- Logo Design, Web Banner Design, Brand Identity Templates, Ad Design, Digital Illustration

Packaging Design

- Product Packaging, Label Integration, 3D Rendering

Layout Design

- Magazines, Newsletters, Infographics, Layout Optimization, Typography

Tools & Software Proficiency

- Adobe Suite (Illustrator, Photoshop, InDesign), Canva, Procreate, Figma

Content Creation

- Social Media Graphics, Captions Writing, Alt-Text for Accessibility, Brand-Adherent Design, Scheduling & Tracking (Sprout Social)

UX/UI Design

- User Personas, Journey Mapping, Wireframing, Prototyping, Usability Testing

Work Experience

Marketing Researcher

Canadian Tire
Feb 2025 - Mar 2025
Langford, BC (Remote)

Conduct market research by comparing weekly flyer and in-store deals with competitor pricing. Analyze trends and submit data-driven reports using online research from various retail sources.

Freelance Graphic Designer

Self Employed
Jan 2024 - Present

Design logos, advertisements, and social media graphics tailored to client needs. Develop brand identities, creating cohesive visual themes across multiple platforms. Utilize Adobe Creative Suite to produce high-quality visuals.

Projects Assistant

Ophea
May 2023 - Jul 2023
Toronto, ON (Remote)

Engaged in content creation by developing graphics, captions, and alt-text for social media. Utilized Sprout Social for efficient scheduling and tracking engagement. Conducted data entry and organized feedback from workshops.

Administrative Assistant

Creative Landscaping and Interlocking
Aug 2018 - Dec 2024
Caledon, ON

Managed customer inquiries and communications, ensuring prompt and professional responses. Organized and maintained paperwork and files. Coordinated supply orders, ensuring timely delivery and accurate inventory management.

Volunteer Experience

Graphic/Layout Designer

Juxtaposition Magazine
(University of Toronto)
Feb - Apr 2023
Toronto, ON (Remote)

Designed magazine layout and format, ensuring a visually appealing and cohesive publication.

Innovation Hub Initiative Workshop Participant

Alternative Reading Week
Program (University of Toronto)
February 2023
Toronto, ON

Human Centered Design Thinking.
Journey Mapping & Building Personas.
Building Community in the Workplace.
Fostering Healthy Work & Learning
Environments.

Front Desk Assistant

Schellenberg Dental
Sept 2021 - Dec 2021
Mississauga, ON

Called patients to remind them of appointments and recalls for teeth cleaning. Helped to keep an organized work environment. Followed and enforced Covid-19 procedures.