

# Gillian Hillerud

## Graphic Designer

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portfolio: [gillianhillerud.com](http://gillianhillerud.com)

Graphic Designer and Creative Lead with years in the natural food, wellness, retail, and lifestyle sectors. Experienced in brand development, campaign creation, print and digital advertising, photography direction, packaging, social content and creative project management. Skilled at translating business goals into engaging visual communications while maintaining strong brand consistency across multiple channels.

### Education:

Alberta College of Art and Design  
Bachelor of Fine Arts

University of Calgary  
Graphic Design Certificate

### Skills:

Adobe Creative Cloud (InDesign, Photoshop, Illustrator, After Effects, Acrobat, Adobe Express)  
Brand Identity Development  
Creative Direction  
Print Design & Production  
Digital Marketing Assets  
Packaging Design  
Photography Direction & Styling  
Content Creation  
Social Media Creative  
Campaign Development  
Vendor & Agency Management  
Project Management  
Ecommerce Creative

### Experience:

Freelance Graphic Designer | 2022–Present

Provide creative and strategic design services for clients across wellness, education, hospitality, lifestyle, and professional services sectors.

- *Develop brand identities, logos, visual systems and marketing collateral for small businesses and entrepreneurs.*
- *Create print, digital, social media, advertising, and presentation materials aligned with client business goals.*
- *Collaborate directly with business owners, agencies, photographers, and marketing teams to execute campaigns and brand initiatives.*

- *Lead creative direction, photography planning, content development and production management.*
- *Manage multiple projects simultaneously while maintaining timelines and client relationships.*

#### Selected Clients

- *Blackbird Human Resources – Brand identity development*
- *Bangel PR – Internal communications materials for the University of Alberta*
- *Wild Roots Massage Therapy – Brand identity and marketing assets*
- *Kalika Bowlby Ceramics – Brand identity development*
- *Calgary Board of Education, Unique Pathways – Department logo and icon system*
- *Jess Marais, Weaver – Brand identity*

#### Graphic Designer | Calgary Co-op / Community Natural Foods | 2023–2025

- *Led creative execution for the Community Natural Foods brand across print, digital, ecommerce and in-store channels.*
- *Produced advertising campaigns, signage systems, photography, video content, and promotional materials supporting retail and ecommerce initiatives.*
- *Designed private-label packaging and marketing assets for Calgary Co-op brands. Coordinated production and distribution of campaign materials across multiple store locations.*
- *Collaborated with marketing, retail operations, vendors, and external partners to ensure brand consistency and timely project delivery.*

#### Creative Lead, Graphic Designer | Community Natural Foods | 2022–2023

- *Directed visual brand standards and creative strategy across all customer facing communications.*
- *Managed external photographers, content creators, agencies, and creative contractors.*
- *Led creative development for weekly promotions, newsletters, social media campaigns, events, and advertising initiatives.*
- *Oversaw photography direction, styling, content creation, and production.*
- *Coordinated project timelines and deliverables between marketing, retail, agency, and print partners.*

#### Purchaser | Community Natural Foods | 2006–2021

- *Managed inventory planning, vendor relationships, forecasting, and promotional purchasing for a high-volume natural foods retailer.*
- *Developed expertise in retail operations, consumer trends, merchandising, and supplier partnerships that continues to inform marketing and creative strategy.*

#### Gillian Hillerud Jewellery

Silversmith and Jewellery Designer, 2007–2014

- *jewellery design and fabrication*
- *grant applications, marketing materials, sales, photography direction, customer service, booth design*