

Gillian Hillerud

Graphic Designer

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portfolio: gillianhillerud.com

Education:

Alberta College of Art and Design
Bachelor of Fine Arts

University of Calgary
Graphic Design Certificate

Skills:

Adobe Creative Cloud;
Photoshop, Illustrator, InDesign,
After Effects, Adobe Express,
Adobe Acrobat

Photography Direction and Styling

Experience:

Calgary Co-op / Community Natural Foods
Graphic Designer, 2023-2025

- continue to lead the Community Natural Foods brand including creative design in print and digital assets, management of the distribution of all campaign materials and store signage, photography, print and digital advertising and ecommerce assets
- support Calgary Co-op with flyer assets, community events communications, print and digital assets, in store signage and private brand product labels

Community Natural Foods
Creative Lead, Graphic Designer, 2022-2023

- responsible for upholding brand standards for Community Natural Foods, creative design in all print and digital assets, management of the distribution of all campaign materials and store signage, photography styling and direction
- Manage the social media creator, visual content contractors, external creative agencies and photographers
- Weekly flyer, promotion support, social and newsletter graphics, print and digital advertising, internal and external events and ecommerce assets
- Communicate and coordinate deliverables with printers, agencies, internal marketing team and retail team

Freelance
Graphic Designer, 2022-2026

Bangel PR, 2026

- in house documents for University of Alberta
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Wild Roots Massage Therapy, 2025

- brand support for a website build including logos, colour palettes, photography selections, patterns, business cards, gift cards, stickers and icons

Kalika Bowlby Ceramics, 2025

- brand assets to refresh an existing brand including new logo, colour palette, patterns, icons, business cards, stickers, tags and merchandise

Sydney and Andrew's Wedding, 2024

- create hand drawn elements to be used in signage and digital applications including a Save the Date print, colour palette and font selections

Jess Marais_Weaver, 2023

- logo, colour palette, icons, patterns, business cards and tags

Calgary Board of Education_Unique Pathways, 2022

- logo for the department and icons for program subgroups

*Community Natural Foods
Purchaser, 2006-2021*

- maintenance of the legacy inventory management & rebuy system
- vendor relationships
- continuous evaluation of inventory planning and warehouse inventory management
- monitor shrink and adjust buying plans to improve shrink rate
- investigate out-of-stock reports and inventory discrepancies
- predicting demand and procuring stock for promotions, marketing events

*Gillian Hillerud Jewellery
Silversmith and Jewellery Designer, 2007-2014*

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