

DANA DIKAITIS

Graphic Designer

Profile

Recently employed with Canopy Growth where I was part of the creative team that launched the world's largest cannabis brand.

I have a strong background in corporate design, primarily in the industrial sector. Takes projects from conceptual development through to design and production phases. Thrives as part of a design team in a creative environment. Can be relied upon to "own" a project and meet tight deadlines.

My experience includes art direction, securing resources, designing trade show identity, large format print, signage, collateral, presentation and screen graphics, instructional design of training publications, branding identity and logo design, print advertising in various monthly international magazines—generating concept, contributing copy, photography, illustration, photo editing with international corporations including CN Rail, EMD, and Progress Rail Services (Caterpillar).

Always a supporter of animal welfare, I often volunteer my creative services to animal rescue and veteran/dog therapy.

Contact

DANA DIKAITIS
106 Sheppard Avenue,
Perth, Ontario K7H 0A4
T: 226.378.7595
E. danadikaitis@gmail.com

Experience

- PRESENT** **Freelance Graphic Designer**
- 2018-2020** **Senior Designer - Canopy Growth Corp. - Smiths Falls/Kanata, ON**
Worked closely with various brand teams within the Canopy Growth Creative Design Group, including creative leads, art directors, writers, video/photographers, package and labelling production team and Toronto marketing group, developing print and digital collateral to support the recreational, medicinal and pet cannabis market.
- 2013-2017** **Independent Graphic Design / Photography**
Created small and large brochures, sell sheets, ads, posters.
Produces graphics for international rail and marine trade shows.
- 2007-2013** **Graphic Designer - EMD /Progress Rail Services (Caterpillar). London, ON**
Worked closely with marketing team, developing concepts, ads, brochures, sell sheets, posters, and various training material.
Produced trade show promotional materials for domestic and international markets.
Worked in fast-paced environment with tight time frames, multiple projects and able to prioritize and meet deadlines effectively.
Liaised with marketing team and senior managers from the inception stage of design work through to final production as well as worked independently.
Produced digital photography for training materials, presentations, brochures and ads.
Experience with copy writing, proof reading, editing and creating web content.
- 1997-2007** **Art Director - ITSRAIL. London, ON**
Developed multi-platform materials including corporate identity, brochures, ads, photography and publications.
Worked with subject matter experts in the development of training materials and instructor guides from conception to completion for classroom use or in the field.
Led a team of three graphic layout artists.
Communicated with clients, printers and suppliers.
- 1993-1996** **Freelance graphic design and photography** while living in Tanzania and Zimbabwe, Africa.
- 1980-1992** **Instructional Illustrator - Canadian National Railway. Montreal, QC**
Produced technical illustration, visual slide productions and layout design for beginner and seasoned employees through various training modules and platforms for the engineering training department.

Skills

Adobe Creative Suite - Experienced in Mac and familiar with PC environments.
Keeps abreast of industry standards and design trends.

Portfolio

Online portfolio - ddikaitis.com
References available.