

# ALISON INWOOD

Visual problem-solver and weird idea-haver

## Contact

Contact Me

[LinkedIn](#) / [Portfolio](#)

## Education

### Advertising & Graphic Design DIPLOMA (with honours)

Humber Polytechnic  
2021 - 2023

### BACHELOR OF ARTS

Wilfrid Laurier University  
2015 - 2019

## Hard Skills

- Adobe Creative Suite
- Microsoft Suite
- Figma
- MacOS

## Soft Skills

- Communication
- Teamwork
- Time management
- Critical thinking
- Adaptability
- Communication

## About

Alison is a graphic designer interested in learning as much as possible. A graduate from Humber Polytechnic's (previously Humber College) Advertising & Graphic Design program, she also has a background in English literature and loves bringing wordplay into her work. She has a positive attitude and loves sinking her teeth into new challenges.

## Work Experience

### Photographer/Videographer (part-time)

GINGERWITCHJEWELS (Etsy) - August 2024 to Present

- Photographed jewelry to list on Etsy, including close-up detail shots of stamps and maker's marks
- Produced videos of products to boost visibility on Etsy and to share to social media
- Improved searchability through adding alternate text to images and boosting SEO

### Product/Brand Storyteller

CANADIAN TIRE - July to November 2023

- Created a cache of content for one of CT's brands for its eventual launch online
- Created short form videos, infographics, animated gifs, web banners, carousel posts, and other forms of digital content for use on social media and on CT's website
- Designed a 20+ page safety manual template for use in Canadian Tire's product development labs
- Assisted as-needed on various design-related projects

### Marketing/Admin Assistant (intermittent part-time)

VERNACARE CANADA - 2017 to 2024

- Completed a variety of tasks as required, including data entry, photo editing, and organization of literature and catalogue folders
- Through meticulous data entry, significantly lowered the number of return-to-senders on promotional mailers