



Baillie Roy

GRAPHIC DESIGNER

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A Toronto-based graphic designer with 7 years experience in agency, start-up, and large company settings. Expertise in digital design (social, website, ads), packaging, and print.

NOTABLE ACCOMPLISHMENTS

- Led the visual development of Future Festival conference branding, from concept to final assets, contributing to a sold-out event in New York
- Created Hush Blankets' top-performing ad creative driving 3.0 return on a \$220K ad spend
- Designed digital and print materials for the "Inspired by Indigo" campaign, which resulted in a 15% increase in sales
- Developed the brand standard for all Hush packaging and signage
- Built websites for 50+ small businesses across 20+ industries, increasing customer conversion rate by over 50%

EXPERIENCE

Graphic Designer

↗ Trend Hunter

📅 Nov. 2024 – Present

- Provide design support across Trend Hunter's suite of brands and departments, delivering on-brand ads, social media assets, website content, print materials, and photography edits
- Streamline the organization's design process and workflow through Figma and ClickUp, improving cross-functional collaboration and project efficiency
- Present design concepts and consulted with internal stakeholders to better understand business requirements and expectations, while adhering to brand standards and design best practices

Digital Designer

📖 Indigo Books and Music

📅 Aug. 2024 – Oct. 2024

- Contracted to develop website assets for the "Inspired by Indigo" campaign
- Supported the development of multiple digital, print and social assets for the Plum Teacher campaign, Fall season promotions, There's a Book for That, and the Ultimate Book Lover contest
- Redesigned the Indigo website landing pages for Cookbooks, Manga, and featured author book lists

Freelance Designer

✍ Self

📅 Jan. 2024 – Nov. 2024

- Developed a consistent brand standard and redesigned all print materials for Rouse Surveyors Inc.
- Designed online advertisements for a Toronto-based modest women's clothing brand, Honey Hijabs
- Created an asset appraisal presentation for a commercial property owner's funding application

Lead Graphic Designer

☾ Hush Blankets

📅 Feb. 2022 – Jan. 2024

- Designed all creative materials that led to the successful acquisition bid of Hush Blankets by Sleep Country
- Created ad concepts and designs using a data-driven approach that generated returns ranging from 3.0 to 7.2
- Served as the first and only in-house designer, solely developing all digital and print materials until Sept 2023
- Overhauled the brand identity and packaging design for all Hush products

Website Specialist

📍 Onelocal

📅 Mar. 2021 – Feb. 2022

- Led full-cycle website design for businesses, including proposal creation, website launch and live management
- Supported and coordinated with SEO, copywriting and paid ad teams for website optimization
- Managed multiple client needs and preferences with data-driven insights and storytelling skills

SKILLS

Design Programs

Figma, Photoshop, Illustrator, InDesign, Lightroom, Adobe Creative Suite, Canva, Duda, Google Analytics.

Expertise

Digital Design, Storytelling, Ads, Packaging, Signage, Print, Branding, UX/UI, Presentation, Project Management, AI.