

# Carolyn Harman, RGD

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## Profile

Carolyn Harman, RGD is a bilingual award-nominated certified graphic designer, creative director, and design mentor with over two decades developing and managing successful creative strategies for the likes of Chrysler, General Dynamics Mission Systems–Canada, the City of Ottawa and the Senate of Canada. Carolyn brings a unique approach to managing the relationship between strategic client requirements and visual implementation and has led teams to turn simple to complex project briefs into elevated, appropriate solutions her clients love.

## Designation

Certified Graphic Designer (RGD)

## Education

### Graphic Design

Algonquin College  
Ottawa

## Clearance

- Current Reliability Status Clearance

## Work Experience

### Creative Director / Design Principal

2011 - Present

Freelance  
Ottawa, ON

Representing B2B corporations, federal and municipal government branches, non-profits, charities and retail clients as their holistic virtual advertising agency – providing reliable client, docket and brand management while delivering innovative design strategies and successful creative execution.

#### Responsible for:

- Quality graphic design, print production, illustration, digital media, content creation and photography products
- Managing high-volume multi-faceted projects and their execution
- Providing smart, innovative and clear art and creative direction
- Managing client relationships and expectations
- Daily/weekly meetings with stakeholders and freelance staff
- Design reviews and performance evaluations
- Hiring, supervising and prioritizing workloads of freelance designers, developers, translators and writers
- Ensuring client objectives, identity standards and procedures are met
- Liaising with executive leadership
- Collaborating with cross-functional teams and suppliers
- Short- and long-term strategic planning

#### Projects include:

- Rebranding the [Gilbert Centre](#) – Simcoe County's largest 2SLGBTQ+ AIDS/HIV awareness organization with a design focus on cultural acceptance
- Developing the launch strategy, naming exercise, communications plan and branding creative for central Ontario's first inclusive sexual health clinic – "[Inclus<sup>HIV</sup> Care Clinic](#)"
- Designing the launch campaign, advertising strategy and photography for the award-winning partnership "Escape the Diefenbunker" (Diefenbunker: Canada's Cold War Museum and Escape Manor)
- Developing a multi-faceted branding strategy for [Arc Healthcare Solutions](#) which included product launches, packaging development, naming exercises, lead generation tracking, traditional marketing tactics, digital assets, style guide and take-to-market communications strategy
- Designing a nationally-acclaimed Cyberbullying Executive Summary, and pandemic recovery report liaising with Senate of Canada delegates
- Managing content, digital storyboarding, video production, large-scale documents and infographics for the internal and external stakeholders of CALU's AGM Conference

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## Professional Assets

- A deep understanding of accessibility requirements
- A passion for leading creative data-driven solutions using resources such as focus groups, interviews, surveys, Environics and analytics
- Strong and relatable training and presentation methods
- A comprehensive understanding and hands-on use of graphic design, digital, and UX design principals
- The proven ability to manage flexible and sustainable design solutions for targeted demographics that include visual and language considerations for cultural inclusivity and our aging communities
- Coaching methodologies and engagement tactics
- Enthusiasm towards sharing ideas and concepts
- Able to handle multiple tasks concurrently, prioritize and work under pressure to meet deadlines with confidence
- Maintains exceptional relationships with clients, stakeholders, vendors and suppliers
- Superior communication and problem-solving skills
- Reliable organizational skills and time management
- Project management trained
- Highly skilled and flexible working independently or as a team

## Graphic Designer & Communications Specialist

2017 - Present

City of Ottawa, Marketing Communications Unit  
Ottawa, ON

- Developed a partnership with the Military Family Resource Centre and created "A City with Heart" welcome package for newly posted military families from identifying a gap in our new residents marketing plan (2020 City Manager's Award Nominee)
- Managed the development, name creation, logo design and inaugural exhibit for Ottawa's LRT Rideau Station gallery – Corridor 45 | 75
- Developed and produced successful creative, video elements and voiceovers for the City's Lifeguard Recruitment Campaign, while leveraging research mined from Environics, analytics and focus group data (2020 City Manager's Award Nominee)
- Planned, managed and designed the development of COVID-19 awareness campaigns with a focus on mental health and Ottawa's vulnerable communities (2021 City Manager's Award Nominee)
- Developed and produced accessible videos with bilingual voiceovers for Ottawa's "Engage Ottawa" initiative, eLearning environments, staff engagement town halls and virtual Pride Parade
- Lead acquiring accessibility guidelines, internal training and understanding usability of WCAG 2.0/2.1 for print and digital mediums

## Marketing Communications Specialist

2016 - 2017

General Dynamics Mission Systems – Canada  
Ottawa, ON

- Managed assets and tactic delivery used by senior leadership
- Created targeted marketing collateral using metrics to gain traction
- Art directed corporate videos while managing hired agency relationship
- Gathered and reported complex metrics used for marketing initiatives and educated senior leadership on the importance of leveraging analytical data
- Developed a SharePoint photobank for community usage
- Lead international tradeshow booth design focused on the user experience through print materials, textures and interactive environments

## Internet Marketing Manager

2014 - 2016

Capital Dodge  
Ottawa, ON

### Managed and developed digital environments that involved:

- Generating leads through journey-mapping consumers interactions
- Understanding our customer-base using persona exercises

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## Professional Development

- Graphic Design Mentor  
*RGD, 2019-present*
- Adobe Accessible Documents  
*Eliquo*
- WCAG 2.0 / 2.1 Training  
*David Berman, RGD*
- Advanced French Training  
*City of Ottawa*
- Accessibility for Ontarians with Disabilities Act Certification  
*City of Ottawa*
- Level 1 - Coaching  
*National Competitive Coaching Program*
- Leadership and Influence Skills Certification
- Project Management 1 and 2  
*City of Ottawa*

## Technical Skills

- Environics and analytics reporting, metrics gathering, data-mining
- Superior knowledge of Adobe Creative Cloud programs in MAC or PC environments
- Comfortable working in standalone web editing software, WordPress and other CMS environments
- Advanced Microsoft Office usage
- Currently learning Figma

- Creating a web design strategy with AB testing that helped maintain a 3.7% conversion rate with an average of 10,000 unique visitors per month
- Opening the first dealership run Shopify store that managed a 1% conversion rate within its first 6 months
- Monitoring all digital channels, identifying gaps and making recommendations for improvements

### Managed marketing and advertising initiatives by:

- Assembling and analyzing sales forecasts and planning advertising strategies, setting goals then presenting findings to executive leadership
- Monitored PPC advertising, identified gaps and made recommendations for improvements
- Writing compelling blog, social media and collateral content; sharing the brands story from a unique point of view
- Writing and editing eNewsletters and managing the database complying with CASL and PIPEDA
- Social Media strategy development and implementation; curated, developed and amplified newsworthy content while measuring traffic, conversion rates and engagement insights

### Managed stakeholder relationships:

- Mentored sales staff on independent marketing strategies
- Creative team at Edward Sterling Pierce (AOR) on radio spots, photoshoots, and design requirements
- Sales event guest companies on leveraging our staff participation
- Google Ad buys with Nexus Digital
- Liaison with MOPAR and FCA marketing teams

## Marketing & Communications Manager

2012 - 2013

Canadian Printing Industries Sector Council  
*Ottawa, ON*

- Managed graphic design, social media and web support
- Developed and implemented innovative marketing tools, collateral and execute marketing initiatives to achieve business objectives
- Developed communications plans and implemented all activities
- Contributed to the development of nationally recognized graphic design and print policies, procedures and guidelines
- Lead and organized a national campaign to market and promote the Council's certification and membership programs
- Built awareness, mandate and programs/services to a variety of key audiences and stakeholders
- Identified and acted on opportunities to improve visibility

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## Leadership / Volunteer Experience

- Internship provider for the Association of Registered Graphic Designers for graduates during the COVID-19 pandemic 2020
- Communications Subcommittee Member for Return-to-Play Roadmap Project *Ottawa Sport Council* 2020-present
- Level 1 Umpire Certification and mentor for junior umpires 2020-present
- Mentor for the Association of Registered Graphic Designers 2019 - present
- Marketing Director / Executive Board Member *Stittsville Minor Softball Association* 2017-present
- National Competitive Coaching Program - Level 1 trained 2018
- Competitive softball coach 2015-present
- Communications Director *Inner Journey Canada* 2009-2011
- Meditation Instructor *Willpower Institute* 2009

## Senior Graphic Designer/Art Director

2001 - 2012

General Dynamics Canada  
*Ottawa, ON*

### Lead internal and external graphic design initiatives including:

- Developing marketing collateral, product packaging, signage and interactive touchscreen environments for national and international tradeshows
- Designing and laying out large-scale documents such as proposals and product catalogues
- Created and designed computer-based training modules that included complex interactivity, custom graphics, illustrations and transitions
- Art directed impact videos for tradeshows and marketing purposes
- Graphic design subject matter expert (SME) for senior leadership
- Facilitated brainstorming sessions and developed creative briefs that communicate concepts clearly
- In-house print shop assistant with complete knowledge of print production and packaging theories
- Corporate photographer and videographer

## Junior Graphic Designer

2000-2001

Acart Communications  
*Ottawa, ON*

- General junior graphic design tasks

References available upon request.