

# Carolyn Harman, RGD

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## Profile

I am a bilingual award-nominated certified graphic designer, experienced creative director, and graphic 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. I bring a unique approach to managing the relationship between strategic client requirements and visual implementation and have led teams to turn simple to complex project briefs into elevated, appropriate solutions clients love.

## Designation

Certified Graphic Designer (RGD)

## Education

Graphic Design  
Algonquin College  
Ottawa

## Clearance

- Current Reliability Status
- Previous NATO Secret

## Work Experience

### Creative Director / Design Principal

2011 - Present

Freelance  
Ottawa, ON

Successfully representing B2B corporations, federal and municipal government branches, non-profits and retail clients as their multidisciplinary design firm – building mutual trust while providing creative leadership and execution to a broad-range of strategic solutions.

#### Responsible for:

- All aspects of the creative process and creative development
- Presenting concepts and ideas, facilitating creative sessions
- Short- and long-term strategic planning
- Delivering quality graphic design, web design, motion design, UX, advertising, social media, content creation, copywriting and photography products
- Confident problem-solving and decision-making
- Prioritizing high-volume multi-faceted projects and their execution
- Providing clear and valued guidance, insights and communication
- Managing client relationships and expectations
- Learning the client and ensuring their objectives, identity standards and procedures are met
- Collaborating with senior cross-functional teams, vendors and suppliers
- Hosting daily/weekly meetings with stakeholders and freelance staff
- Facilitating creative sessions, design reviews and quality assurance
- Hiring, supervising and evaluating freelance designers, developers, translators and content providers while prioritizing workloads

#### Key accomplishments:

- Developing and designing a responsive digital environment, impactful product photography and marketing collateral while maintaining brand integrity for [Sphyrna Security](#)
- Developing a multi-faceted branding strategy for [Arc Healthcare Solutions](#) which included product launches, packaging development, naming exercises, lead generation analytics, traditional marketing tactics, digital assets, style guide and take-to-market communications strategy
- Rebranding the [Gilbert Centre](#) – Simcoe County's largest LGBTQ+ 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)

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## Professional Assets

- Campaign strategy and development
- Specialize in leading creative professionals in tech-based and corporate environments
- Building, mentoring, motivating and enabling a team for success
- Providing empathy at the centre of all business and creative strategies
- The proven-ability to provide persuasive storytelling framework
- A comprehensive understanding and hands-on use of graphic design, web, motion, digital, and UX design principals
- A deep understanding of accessibility requirements while maintaining artistic representation
- Ability to lead multiple projects concurrently, prioritizing and managing workload with confidence
- Superior communication, decision-making and problem-solving skills
- Reliable organizational and time management skills
- Excellent attention to detail / quality assurance
- Deep understanding of marketing communications and business development strategies
- Maintaining exceptional relationships with colleagues, clients, stakeholders, vendors and suppliers
- Versed in Prizm reporting, analytics, insights and data-mining to identify gaps and opportunities
- A passion for leading creative data-driven solutions

## 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 internationally-acclaimed creative, video elements and voiceovers for the City's Lifeguard Recruitment Campaign, while leveraging research mined from Enviroics, analytics and focus group data (2020 City Manager's Award Nominee)
- Planned, strategized 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 and presentations 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 relationship with the AOR
- 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
- 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

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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

- Superior knowledge of Adobe Creative Cloud programs in both MAC or PC environments (Photoshop, Illustrator, InDesign, Premiere and AfterEffects)
- Comfortable working in HTML/CSS in standalone web editing (Dreamweaver) or CMS environments (WordPress, Drupal and SharePoint)
- Advanced Microsoft Office usage
- Currently learning Figma and Miro
- Project management trained

- 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 voice/tone of newsworthy content while measuring traffic, conversion rates and insights

### Managed stakeholder relationships:

- Mentored sales staff on independent marketing strategies, goal setting, and implementation plans
- 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
- Liaison with MOPAR and FCA marketing teams

## Marketing & Communications Manager

Canadian Printing Industries Sector Council  
Ottawa, ON

2012 - 2013

- 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

- Certification Committee Member for the Association of Registered Graphic Designers  
2021-present
- 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 and tasks including:

- Developing marketing collateral, product packaging, signage, displays, exhibitions and interactive touchscreen environments for national and international tradeshows
- Designing and developing in XML and HTML environments
- Designing and laying out large-scale proprietary documents such as reports, proposals and product catalogues
- Created and designed computer-based training modules and eLearning tools 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
- Managing internal and external stakeholders expectations
- Facilitated brainstorming sessions and developed creative briefs/SOW's that communicate concepts clearly
- In-house print shop assistant with complete knowledge of print production and packaging theories
- Managed purchases and usability of royalty-free and paid stock photography for print or digital mediums where copyright was required
- Managed brand integrity using style guides
- Corporate photographer and videographer

## Junior Graphic Designer

2000-2001

Acart Communications  
*Ottawa, ON*

- General junior graphic design tasks

References available upon request.