

Hello! I'm Carmen Wagner.



ART DIRECTOR & DESIGNER

Adept at delivering out-of-the-box concepts, dynamic visuals and innovative strategies for print and digital campaigns. Proven capability of guiding teams to work cohesively to turn creative concepts into reality. Ignited by ideas and images and committed to elevating brands to a higher standard and consistency.

EXPERIENCE

THE NATIONAL BALLET OF CANADA, TORONTO, ON

ART DIRECTOR (FREELANCE)

August 2023 – present

GRAPHIC DESIGN CONSULTANT (FREELANCE)

July 2021 – July 2023

MANAGER, GRAPHIC DESIGN

January 2019 – June 2021

GRAPHIC DESIGNER

January 2017 – December 2018

Design department head responsible for art direction and execution of marketing and fundraising materials, both digital and print.

- Collaborated with the Director of Communications and Bruce Mau Design on the ballet's first rebrand since 2006 and led the rollout of all materials for the 2024/25 launch.
- Led and mentored the creative team and content creators, assigning tasks, directing and approving work and managing workflow.
- Elevated the quality of photo and video content by art directing shoots for marketing, e-commerce and advertising usage.
- Improved inter-departmental productivity and collaboration by introducing company-wide usage of Asana and developing process guidelines and procedures.
- Planned look and feel of campaigns and promotions from concept to release, liaising with in-house and offsite videographers and photographers to ensure excellence and brand cohesion.
- Initiated and led a bi-weekly creative sharing session for the company's content creators to increase alignment, encourage collaboration, and promote new ideas and approaches.
- Led the branding concept for Karen Kain's 50th anniversary year and continued to update and oversee the brand with the introduction of a new artistic director in 2021.
- Revitalized promotional materials and introduced strategic thinking to create a more cohesive footprint across all platforms, initiating and completing the first update to the style guide and writing consistency guide since 2013, which directly resulted in an increase of accuracy in our communications and strengthened our brand identity.

EDUCATION

BACHELOR OF FINE ARTS (VISUAL ARTS)

Emily Carr University
Vancouver, BC
2005 – 2008

CERTIFICATE (DIGITAL AND ANALOG RECORDING ARTS)

Columbia Academy
Vancouver, BC
2002 – 2003

BACHELOR OF ARTS (ENGLISH LITERATURE)

University of Saskatchewan
Saskatoon, SK
1996 – 1999

CERTIFICATIONS

FINE LINE CO-LAB PROGRAM

Fineline, OCAD University

ACCESSIBLE INDESIGN AND PDF DOCUMENTS WORKSHOP

Accessibility Services Canada

OS + SOFTWARE

macOS13
Adobe Creative Suite (CC)
InDesign, Photoshop, Illustrator,
AfterEffects, XD
Asana
Google Workspace
Hubspot
Mailchimp
Microsoft Office
Shopify
Squarespace
Wix
Wordpress
Zoom

EXPERIENCE CONT'D

AUXLY CANNABIS GROUP, TORONTO, ON

SENIOR GRAPHIC DESIGNER

July 2021 – March 2024

Design lead for top performing cannabis brands.

- Revitalized Back Forty in 2023, revising all creative collateral and developing new trade and merchandise in collaboration with the Shopper Marketing Manager and Chief Creative Officer.
- Led the creation of Foray's sub-brand Edi's, developing the brand's approach and guidelines. Directed and executed all promotional collateral for the brand while increasing sales in this category by 6%.
- Led the creation and development of marketing and trade tools for new value brand Parcel.
- Developed design concepts and communicated ideas clearly and in a compelling fashion, articulating my design thinking and insights that led to my ideas.
- Presented creative concepts and collaborated with cross-functional teams for approval to ensure all creative met the briefs and Auxly's brand standards, and proposed solutions that met or exceeded strategic objectives in a highly regulated industry.
- Initiated and executed project conceptualization, design, copywriting and development across a wide range of mediums, including: story boarding, trade displays and assets, promotional merchandise, illustration, website builds, trade show experiences, and social and email content.
- Provided artistic direction for photography, animation and digital applications and directed and liaised with the agencies to deliver creative accurately and in a timely manner.

HOLT RENFREW, TORONTO, ON

GRAPHIC DESIGNER (CONTRACT)

June 2016 – December 2016

- Created a strong and consistent look and feel for select digital and print vehicles ranging from website content, vendor digital look books, e-newsletters, in-store signage, direct mail pieces, advertising and private label packaging that aligned to the company's overall vision.
- Liaised with Merchant Marketing teams to secure proper assets in a timely fashion and managed designated projects from concept development through execution in a timely Provided creative and innovative solutions that supported Holt Renfrew's market leadership.

WHAT PEOPLE ARE SAYING

"Carmen has been an integral part of both the Communications and Development teams at the National Ballet for almost seven years, creating brilliant design work for both our marketing and fundraising campaigns – from stunning billboards to beautiful direct mail pieces and proposals to fabulous graphics for our videos. Everything Carmen created matched the level of excellence we see on our stage. She also lent her art direction skills to many photo shoots, strengthening the imagery used to promote our performances. We admire her for her incredible skill, but also for her wicked sense of humour, deep commitment, and for being a badass artist extraordinaire."

- **BELINDA BALE**, Director of Communications, The National Ballet of Canada

"Carmen's peers have consistently called out her strong work ethic and reliability in hitting deadlines. Her work is brimming with creativity and has strongly conveyed a distinct brand personality. In addition to reliably providing strong creative, she has also shown a good business aptitude. She seeks to understand the business challenge and use her design skills to address these."

- **IAN RAPSEY**, Chief Creative Officer, Auxly Cannabis Group

SPECIALTIES

Art Direction
Graphic Design
Illustration
Image Editing + Retouching
Social Media Content
Photography
Magazine + Publication Design
Brand Identity + Strategy
Copywriting
Web Design

VOLUNTEERING

RGD MENTORSHOP PROGRAM

Mentor

April 2020 – June 2021

Volunteered as a mentor with the RGD's virtual mentorship program to help students who would normally require a co-op placement to graduate. Provided feedback, direction and support to students for projects I led for The National Ballet of Canada's boutique.

GIRLS ROCK CAMP TORONTO

Band Coach

2013 – 2019

Collaborated with female volunteers and organizers to teach girls ages 8 – 16 how to play an instrument, form a band, write an original song, and perform in a showcase.