

# Mélina Labrosse

melinalabrosse.com  
melina.labrosse@gmail.com  
(613) 858-0578

I am a brand designer focused on bringing meaningful and engaging ideas to life. My work supports quality brands through a thoughtful balance of design and strategy.

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## WORK EXPERIENCE

**Designer → Freelance**  
January 2022–Present  
Ottawa, Canada

- Provide design services for local businesses
- Develop structure and visual identities for elearning courses
- Provide recommendations on best practices

**Brand Designer → N26**  
March 2021–December 2021  
Berlin, Germany

- Developed campaigns, communication, and brand marketing material alongside cross-functional teams
- Articulated the creative vision for the brand across all markets and customer touchpoints
- Managed projects from conception to production and delivery
- Collaborated with internal and external stakeholders to ensure project success and timely completion
- Communicated with local teams to ensure that creatives worked across all markets and localized designs accordingly
- Responsible for the development and management of the brand identity and guidelines, while advising on best practice
- Partnered with various teams to deliver consistent content that supports the company's vision
- Meticulously produced creative work using various design tools, principles, and philosophies

**Associate Brand Designer**  
September 2019–March 2021

**Design Intern → Reconsidered**  
January 2019–September 2019  
Berlin, Germany

- Further developed the brand's identity
- Created graphics to use on multiple social platforms
- Helped curate content for the bi-weekly subscriber newsletter
- Assisted with client projects

**Product Supervisor → Hudson's Bay Company**  
October 2017–September 2018  
Toronto, Canada

- Coordinated with cross-functional teams and vendors to ensure that hundreds of styles went live on site daily
- Strengthened relationships with multiple vendors whilst requesting, collecting, and processing assets for styles of over 250 brands for the Lord & Taylor banner to be sold online

**Marketing Assistant → Fashion Zone at Toronto Metropolitan University**  
September 2016–June 2017  
Toronto, Canada

- Designed visual content for print, web, and newsletters
- Maintained and further developed the brand identity
- Assisted with the organization of various events

**Graphic Designer → ByNature Design**  
June 2016–August 2016  
Vancouver, Canada

- Designed a catalog showcasing all products and services
- Photographed products and design projects
- Strengthened ByNature's visual identity

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## EDUCATION

Bachelor of Design in Fashion  
Communication → Toronto Metropolitan  
University (formerly Ryerson University)  
Toronto, Canada

- Studied graphic design, product design, packaging, web design, photography, marketing, human-centered design, illustration, semiotics, and fashion theories
- Capstone project was selected for curated exhibit in Mass Exodus (The Creative School's graduating student showcase)

Strategic Design Certificate →  
VIA University College  
Aarhus, Denmark

- Solved *wicked problems* using the 5F model
- Collaborated with teammates to find and evaluate design solutions for an organization's problem

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## PROFESSIONAL DEVELOPMENT & ACHIEVEMENTS

Social Media Marketing course at Future London Academy  
Branding Masterclasses course at Future London Academy  
Wayfinding and Signage Design Online Short Course at London College of Communication  
Unlocking Creativity course at IDEO U  
Designing for Change course at IDEO U  
NEONYT Conference attendee  
TMU Leadership Conference delegate  
APEX Conference delegate  
World Ethical Apparel Roundtable (WEAR) delegate  
First place winner in the Leaders in Retail Case Competition  
First place winner in the Toronto Metropolitan University Cross-disciplinary Case Competition

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## TECH SKILLS

Figma  
Sketch  
InDesign  
Illustrator  
Photoshop  
Premiere Pro  
After Effects

Slack  
Jira  
Mailchimp  
Social Media  
Mac OS & Windows  
Basic HTML and CSS  
Microsoft Office

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## LANGUAGES

Fluent in English  
Native in French  
Intermediate (B1.2) in German