VAS SMOUNTAS
Senior Graphic Designer | Creative Strategist | Brand, Digital & Motion
vsmountas@rogers.com • www.vasglustudio.com • 416-606-4629

PROFESSIONAL SUMMARY

Senior graphic designer and creative lead with 20+ years of experience building brands and creating clear, engaging communications across print, digital, social, web, presentation, and motion. Brings concept development and hands-on production together to turn complex ideas into effective visual stories. Experienced across healthcare, technology, sports, retail, entertainment, nonprofit, and professional services, with a collaborative approach and a strong record of managing projects from brief through delivery.

CORE SKILLS

- Proposals, Presentations and Marketing Collateral
- Brochures, Reports and Infographics,
- Social Media and Digital Content
- Brand Guidelines and Visual Identity
- Print Production and Prepress
- Information Design and Visual Storytelling
- Photography, Retouching and Art Direction
- Motion Graphics and Video Editing
- Accessible and Inclusive Design
- Project and Deadline Management
- Cross-Functional Collaboration
- Vendor and Production Coordination

PROFESSIONAL EXPERIENCE

HerBrand Consulting Inc/HB Consulting | Graphic Designer| 2020-present
Lead and deliver creative projects for organizations across healthcare, technology, retail, sports, nonprofit, and professional services

- Develop brand identities, campaign concepts, visual systems, and creative assets for print and digital channels.
- Design websites, social campaigns, digital advertising, email, presentations, reports, brochures, packaging, signage, and sales materials.
- Translate business, healthcare, and technical information into clear, audience-focused visual communications.
- Lead motion and video projects from storyboarding and editing through animation, cutdowns, and final delivery.
- Partner with clients, writers, marketers, developers, and production vendors to move projects from discovery and concept through approvals and launch.
- Guide designers and web developers, support consistent standards, and improve templates and production workflows.
- Create accessible, user-focused layouts and production-ready files while managing overlapping deadlines.
- Produced MedAdvisor Solutions / Adheris video campaigns associated with a 15% increase in sales over three months.

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glü studio – Freelance – 2005–2020
Provided end-to-end design and production services to clients in corporate, healthcare, retail, entertainment, sports, and nonprofit sectors.

- Created brand identities, brochures, sell sheets, marketing collateral, presentations, websites, packaging, advertisements, and environmental graphics.
- Designed sales presentations, investor decks, infographics, and communication materials that made detailed information easier to understand.
- Developed print and digital campaign assets tailored to different audiences, formats, and communication channels.
- Maintained brand consistency while adapting established identities across a wide range of applications.
- Edited and retouched photography for advertising, promotional, packaging, and digital applications.
- Managed projects independently from discovery and concept development through revisions, production, and final delivery.
- Coordinated with clients, writers, printers, photographers, and other creative partners to ensure accurate and timely execution.
- Contributed to a Black Friday campaign that achieved a 43% year-over-year increase in sales.

Early Career
Famous Players Theatre – Lead Graphic Designer – 1998–2004
Supported a national entertainment brand through marketing campaigns, promotional materials, theatre signage, and environmental graphics.

- Designed national and local campaign materials for in-theatre and external use.
- Maintained brand consistency across English and French executions and coordinated print production and vendor requirements.
- Produced signage and promotional graphics for a high-volume theatre environment.

TOOLS

- Design: Adobe InDesign, Ilustrator, Photoshop, Acrobat Pro, Figma, Adobe XD
- Motion and video: After Effects, Premiere Pro
- Web and content: WordPress, Elementor, Wix, basic HTML/CSS
- Presentations and collaboration: PowerPoint, Keynote, Microsoft 365, Google Slides
- Additional: AODA/WCAG-aware design · AI-assisted creative workflows · Print and vendor coordination

EDUCATION

- Graphic Design DEC/BA - Rosemount College, Montreal
- UX Design Certificate – BrainStation
- Web Design Certificate - Toronto Image Works