

ANN GE

Graphic Designer | Photographer

613-878-9067 | ann@annge.com | annge.com

Portfolio: annge.com/Ann-Ge-Portfolio.pdf

I'm a versatile and driven Graphic Designer and Photographer with a strong track record of delivering creative designs and high-quality photography. I excel in developing projects from inception to final delivery, ensuring effective, appropriate, and timely results. I am experienced in collaborating with printers, designers, account executives, and web developers, and I possess extensive knowledge of Adobe Creative Suite, HTML5/CSS/PHP, and WordPress.



WORK EXPERIENCE

Professional Photographer

Ann Ge Photography - *Ottawa, ON*

September 2021 to Present

- Captured high-quality photographs of various subjects, including family photos, newborn and maternity, group photos, and portraits.
- Worked successfully with a variety of personalities and work styles.
- Utilized technical skills to adjust camera settings and lighting for optimal image quality.
- Consulted with clients regarding photography packages, photoshoot locations, and other fine details.
- Demonstrated excellent attention to detail in setting up shots, adjusting lighting, and selecting backgrounds and props.
- Set up precise photographic measurement and control equipment.
- Utilized creativity to capture unique and visually appealing photographs, resulting in high client satisfaction.
- Built strong relations with clients, creating a comfortable, safe, laid-back, and enjoyable photography experience.
- Utilized advanced editing techniques to retouch and enhance photographs with Adobe Lightroom Classic and Adobe Photoshop.
- Designed, developed, and maintained company websites with WordPress, PHP, MySQL, HTML5, and CSS3.
- Crafted brand identities and marketing collateral with Adobe InDesign and Illustrator.

Senior Graphic Designer and Social Media

The Manor Village Life Centers - *Calgary, AB*

April 2020 to June 2021

- Collaborated with upper management across subsidiary companies including The Manor Village Life Center, The Statesman Group, The Inn on Officers Garden, The Views, Pineridge Mountain,

Pleasant Harbor Marina, The Metropolitan, Advanced Medical Group, Currie Green.

- Designed, developed, and maintained websites using WordPress, PHP, MySQL, HTML5, and CSS3.
- Designed creative assets, including advertising campaigns, banners, newsletters, brochures, and marketing collateral.
- Designed and conceptualized branding, including visual identity, brand guidelines, company business cards, and business signs for The Inn on Officers Garden.
- Advertised websites using Google Ads and Google Analytics; experienced with website SEO.
- Worked closely with printers to ensure accurate and high-quality production of print materials.
- Created social content for Instagram, Facebook, Twitter, and LinkedIn; communicated with target audiences on social platforms to grow followers.

Designer

Connect to WOW - *Calgary, AB*

November 2019 to February 2020

- User Experience and User Interface design for an ERP software project.
- Crafted UI deliverables such as process flows, wireframes, design specifications, and functional prototypes using Adobe XD to effectively communicate design strategies and detailed interaction behaviors.
- Designed user-friendly frontend and backend systems for the web.
- Assisted in branding, including visual identity, brand guidelines, and related marketing collateral.
- Worked collaboratively with business leads and developers to build scalable solutions that improve the user experience.
- Documented design requirements and established design best practices for use within implementation frameworks.
- Conducted usability testing.

Graphic Designer

LOUD Marketing - *Calgary, AB*

July 2019 to November 2019

- Designed and developed a responsive company website for LOUD Marketing with a user-friendly interface.
- Conceptualized and designed branding, including visual identity, brand guidelines, company business cards, and business signs.
- Conceptualized and designed creative assets for LOUD Marketing, including email newsletters, advertising campaigns, banners, and marketing collateral.
- Developed interactive prototypes using HTML, CSS, and JavaScript.
- Worked closely with cross-functional team members and clients to finalize concepts.
- Established and designed various responsive websites for clients, including Green Ruckus, ikustom, buzz yellow, Modern Tools, Faucet Fixer, and Spur Crazy Band.
- Designed and established visual identities for Green Ruckus and buzz yellow.

Freelancer

Various Clients - *Calgary, AB*

February 2007 to April 2020

- Designed website for Hoody the Shiba Inu dog website using WordPress, PHP, and CSS5. Illustrated and design brand identity (2020).
- Designed bi-fold service brochure for Evolved Health (2019).
- Designed and established the brand identity for Elevated Concepts, including the logo and brand guidelines (2019).
- Designed posters for the Calgary Chinese Cultural Centre's Chinese New Year event (2017).
- Designed and developed the website for non-profit organization For the Love of Children Society based on WordPress platform; Crafted various home page banners and event posters (2014).
- Designed and developed an accessible user experience, interface, and web pages for Viso Medi-Spa & Boutique using WordPress, PHP, and CSS. Created a business logo to establish brand identity (2013-2014).
- Utilized Adobe Creative Suite to create various commissioned illustrations (2013-2016).
- Developed the website for the online massive role-playing game iRock RO Online MMORPG using WordPress, PHP, MySQL, HTML, and CSS. Customized gaming scripts using eAthena plain text and created logos, banners, advertisements, game maps, and various in-game images (2012-2013).
- Created the logo, banners, and marketing materials; developed and managed the website for iMosaic Music Forum (2007-2015)



EDUCATION

Certificate in Graphic Design

University of Calgary - *Calgary, AB*

2024

Certificate in Integrated Digital Media

University of Calgary - *Calgary, AB*

2019

Bachelor of Commerce

Haskayne School of Business, University of Calgary - *Calgary, AB*

2013



SKILLS

Website Design (10+ years), Adobe Photoshop (10+ years), Adobe Lightroom (2 years), Adobe Illustrator (5 years), Adobe InDesign (5 years), Adobe XD (2 years), User Interface (UI) (3 years), User Experience (UX) (3 years), Photography (5+ year), Digital Illustration (10+ years), Wordpress (10+ years), HTML5 (10+years), CSS (10+ years), Graphic Design (10+ years), Wireframe (2 years)