

Tatiana Moreira

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Work Experience

Senior Designer – SDM Beauty (Contract) • Loblaw Company

July 2025 – Present

Lead motion design and creative execution for Shoppers Drug Mart Beauty campaigns across social and paid media. Collaborate with Art Directors, Copywriters, and Content Managers to develop advertising content for leading beauty brands. Provide creative and art direction for photo and video shoots while creating animated video content and leading creative assets from concept through production and final delivery.

Graphic Designer (Contract) • Roots

Sept 2024 – May 2025

During my term at Roots, I was brought on for a short contract to assist the Marketing team in their busy holiday season. My responsibilities included creating assets for all print and digital platforms such as social media, email marketing, paid ads, motion design, video/photo editing, web design and assisting in the development/art direction of the look of upcoming campaigns.

Graphic Designer – Production • SNDL Inc.

Oct 2023 – July 2024

With the multitude of brands owned by the company such as Palmetto, Versus, Vacay, and Contraband—my team was responsible for creating all assets across brands, including posters, social media campaigns, packaging, sell sheets, print production, in-store promotions, motion design, and more, all while adhering to the strict regulatory guidelines for marketing cannabis in Canada.

Freelance Senior Designer • Core Creates

Mar 2022 – Aug 2024

While freelancing at the design agency Core Creates, I was tasked with branding responsibilities for new clients and companies. The focus was on logo creation, web design, packaging and the creation of all other company branded elements needed for clients in both print and digital capacities.

Creator and Designer • Book Bubbled Shop

June 2019 – May 2025

I was the creator and designer of a successful Etsy store with hundreds of products and thousands of sales. I applied my skills in branding, photography, marketing, and e-commerce while running the business, and was responsible for creating all products as well as the digital and print assets needed to support them.

Full Experience: www.linkedin.com/in/tatianamoreiradesign/

Education

Honours Bachelor of Design • Sheridan College and York University

Certificates

Principles of Animation (2D Motion Design) • School of Motion

Tools

Adobe Creative Cloud • Illustrator, Photoshop, InDesign, After Effects, Lightroom, Acrobat

Miscellaneous • Figma, Procreate, Asana, Slack

Microsoft Suite • Word, Powerpoint, Outlook, Teams