



Hello, I'm Miriam Vandenbrink

Packaging & Graphic Design Leader

An exceptionally motivated and talented lead designer with 20+ years of experience in branding, packaging, print, digital marketing, web, and social media design. I am seeking a new opportunity to help a fast-growing company elevate their design campaigns, bringing my ability to adapt to the company's voice and mission to ensure complete alignment with brand values.

EXPERIENCE

2023 - PRESENT

LEAD PACKAGING & GRAPHIC DESIGNER | Plaza Premium Group

- As lead senior designer for North America and the USA at Plaza, I manage client projects, ensuring brand consistency. I collaborate with the marketing director, vendors, and global creative teams to execute design concepts across various media, including corporate identity, logo design, direct mail, print, packaging, websites, social media, and collateral.

2022 - 2023

SENIOR GRAPHIC DESIGN & PRODUCTION | Toronto Public Library

- I designed and produced TPL's identity, print materials, web content, and social media graphics. I created layouts for collateral, signage, banners, programs, and event materials. I also collaborated with the marketing team to design TRL window hoarding graphics and TPL vehicle wraps for a fleet of 9 trucks, overseeing the project from start to finish. By coordinating with external suppliers, I delivered more impactful designs. Additionally, I provided design delineation, production art, and product photography and retouching for print and interactive promotions.

2020 - PRESENT

SELF EMPLOYED | Mirbrink Works

- I spearhead and coordinate graphic design projects from conception to completion, handling project management, customer service, and brand development. My work includes corporate identity, logo design, direct mail, print, packaging, websites, social media, and collateral.

2021 - 2022

LEAD PACKAGING & GRAPHIC DESIGNER | TAAT Global

- I led creative teams locally and globally, managing client projects while upholding brand values. I worked with the marketing director on TAAT's identity and product development, improving designs for client presentations. I created layouts for decks and marketing materials, collaborated with vendors and creative teams, and executed design concepts across various media. I also assisted in designing event materials, including displays and documents.

2020 - 2021

SENIOR GRAPHIC DESIGN & PRODUCTION | Tri Land Canada Corporation

- I collaborated with the CEO and marketing team to develop tailored, on-trend, year-round seasonal products. I also secured the Costco account by creating compelling presentation decks that showcased Tri Lands' unique products across 20+ categories, highlighting the latest trends and styles.

2020 - 2020

PACKAGING / GRAPHIC DESIGN & PRODUCTION | Ddrops Company

- I designed and produced Ddrops identity and packaging for new product development, along with various logos, flyers, website materials, packaging, and brand guides. I also coordinated projects with internal clients to ensure smooth execution.

2009 - 2019

PACKAGING / GRAPHIC DESIGN & PRODUCTION | Rothmans Benson & Hedges / PMI

- With over 7 years of experience contributing to the Combustibles Packaging and Communications Graphics Teams, I led the redesign of the internal website, resulting in a 200% increase in leads. During RBH's major product shift from combustibles to IQOS and HEETS in 2016, I expanded my skill set by learning Cinema 4D, After Effects, and Web design. Additionally, I led a team of interns for two years, guiding them in the development of production and graphic materials.

2000 - 2008

PACKAGING / GRAPHIC DESIGN & PRODUCTION | Perennial inc

- I designed and produced Loblaw's PC identity and packaging for the General Merchandise account, including approval of production files and press proofs. I also created various logos, displays, POP materials, flyers, and packaging, and developed graphic designs and signage for retail businesses.

1998 - 2000

PACKAGING / GRAPHIC DESIGNER | Hudsons Bay Company / Zellers Inc.

- I led the design and production of "Private Brand" packaging, working with internal clients for brand consistency, and designed logos, hang tags, illustrations, and flyers to meet quality standards.

1996 - 1998

PACKAGING DESIGNER | Canadian Tire Creative Productions, Ltd.

- I designed Canadian Tire's "Private Brand" packaging and logos, collaborating with internal teams, photographers, printers, and suppliers for seamless execution and brand consistency.

REFERENCES

BRIAN FRANCIS

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Toronto Public Library

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CONTACT

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EDUCATION

1992 - 1995

HUMBER COLLEGE OF APPLIED
ARTS & TECHNOLOGY

Package Design and Development Graduate

SKILLS

packaging | graphic design | digital media |
creative direction | logo design | layout | brand
development | concept development | creative
strategy | brand identity | visual identity |
adobe creative suite | microsoft office suite |
retail design | creative strategy | web graphics
| social | after effects | marketing collateral |
signage & store decor | print production |
leadership | typography | team collaboration |
visual communication | canadian packaging &
labeling act | attention to detail | work flow
processes | photography | private label |
collaboration | concept presentations | event |
vehicle wrapping | hoarding | window
graphics