





Nessa Elguera

GRAPHIC DESIGN & VISUALS

www.rockthevisuals.com

Contact

 nessa.ej@outlook.com

 905.617.3160

Skills (& <3)



Hands on person, detail obsessed and never bored. Very organized, flexible and resourceful. Experienced in project management and multitasking in fast-paced arenas. Able to delegate tasks effectively, manage time wisely and exchange feedback. Eager to experiment and learn lots always!



Adobe (PC/Mac):
Illustrator, Photoshop,
InDesign.
Microsoft: Word, Excel,
PowerPoint.
SketchUp
Canva
CapCut
Teams



Se habla español, fluent in English, un peu de français e un altro po' di italiano.



Concert coverage:
Photos & reviews in English and Spanish.


Feel it. Go for it & Make it Happen.

I'm Nessa, a Peruvian, award-winning visual merchandiser and graphic designer with 10 years of experience. Currently, I am responsible for all in-store and eCommerce graphics for a European fashion brand in the Canadian and US markets. As an active team member, I am always ready to adapt to changes and eager to work with areas outside of the graphic scope to meet the proposed goals.

I also enjoy doing research to come up with innovative concepts and insights, leading to engaging experiences and solutions that bond brands with their audience.

Professional Experience (Canada)

11.2018 - Current **Coordinator - Graphic Design & Visual Planning**

 Olsen Fashion Europe (Mississauga, ON)

- Graphic Designer for the Canadian & USA markets for the European fashion brand.
- Design emails and all eCommerce collateral, such as website assets and Social Media ads (Instagram, Facebook & Google) to promote new products and promotions.
- My graphic efforts, focus on strategy & aesthetic input on these assets have helped achieve a 30% email opening rate over the benchmark, and sales of over \$130K per campaign.
- Develop and produce the graphic assets to support chain advertising needs for the brick & mortar stores, including mailers, seasonal campaign materials & signage for over 80 locations in North America.
- Collaborate with European partners, from Germany and Poland, to keep the brand integrity consistent worldwide.
- Work in coordination with various print vendors & delivery suppliers under different deadlines to meet all printing requirements, ensuring all promotional sign components reach the stores in Canada and the U.S. on schedule.
- Minimized the time of elaboration and allocation of the signage to stores by 40% by prioritizing tasks and coordinating with the parties involved.

10.2017 - 11.2018 **Visual Merchandising Lead**

JYSK (Brampton, ON) 09.2017 - 11.2018

- Created retail displays, strategically placing products, big & small, from the floor to a height of 10ft above, following guidelines and my aesthetic judgement to maximize sales.
- Led and instructed the store associates team on strategic ways to enhance the visual identity of the brand and promote the increase of purchasing transactions to meet the daily budgets.
- Monitored the various store departments to ensure every corner was up to corporate standards.

Professional Experience (Perú)

2012 - 2015 **Freelance Graphic Designer**

Worked independently, as part of a team, in-house and in an agency for different projects, ranging from the elaboration of point-of-sale assets for a multinational chain to promotional signage for a Disney touring musical. Also worked on the layout and design of educational material for the Ministry of Education.

2013 - 2014 **Graphic Designer and Developer (IO Group Perú - Canada E.I.R.L.)**

Produced e-learning courses, designing characters and environments that would enhance the learning experience.

2010 - 2012 **Teaching Assistant (San Ignacio de Loyola University)**

12 courses of the "Arts & Corp. Graphic Design" Career.

The Word



"Nessa wants to perform all tasks to high value of detail.

She's very eager, always excited and appreciative for any experience she gained while working here... She would take any task!"

- I. Lukovskis (IKEA Visual Merchandiser)

"Nessa works hard and is a pleasure to work with. She has amazing creativity and wonderful work ethics."

- K. Chant (Eat Your Words manager)

"I had the pleasure of working with Nessa on a number of different projects. ...an exceptional student who approached design challenges in a unique manner. She's very strong in both 2 and 3D design work, a self-starter."

- L. Franklin (VMA Program Coordinator)

"...always excited and curious to see what new technique you will introduce or how you were going to push the envelope."

- J. Smesicca (Sheridan peer)

"We were a bunch of guys in an office and she performed very well with all of us. Submitting tasks on time and at the level required. We were all happy to have her in the team!"

- Bidkar Yapo (Art director at Olistico - Perú)

Ready for challenging the ordinary?



Let's make it happen!
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Education

2015 - 2017

Visual Merchandising Arts Diploma Program

Sheridan College - Mississauga, Ontario.

Graduated with High Honours (*GPA 3.86*)

"To be the silent seller". I added to this general career goal doses of graphic design, fun and guts to make every project unique. This personal mix got me scholarships since Sem. #1.

2007 - 2013

Honours Bachelor Degree in Arts & Corporate Design

San Ignacio de Loyola University - Lima, Perú.

Besides the tech side of graphic design, I also focused on its use for business development, using tools of marketing, benchmarking and target market analysis.

Awards & Achievements

04.2017

CanGift Excellence in Trade Show Design

[Fireball Cinnamon Whisky \(click here!\)](#)

04.2017

St. Joseph Content Excellence

[Concept & Photography \(click here!\)](#)

04.2016

CanGift Scholarship

Creative portfolio display

04.2013

Thesis published in my university's magazine "Zoo! #3"



Co-op & Volunteer Experience

03.2017

IKEA - Burlington (co-op)

Called in as a visual merchandiser and aided as a graphic designer.

11.2016 - 01.2017

CanGift Association - Sheridan College & VMA Program

Coordinated, designed and installed the trade show booth of the program at the Spring 2017 Toronto Gift Fair.

11.2016

Eat Your Words - Toronto (co-op)

Developed the window installation and store setup for the holiday season.

10.2015 - 01.2016

Bath & Body Works - RioCan Oakville Place

Performed as a seasonal Visual merchandiser.

10.2015

Sheridan College - VMA Program

Conceptualized and built the installation for the Mississauga and Oakville campuses to promote the program.

09.2015 - 12.2016

Corus Entertainment

Event photographer.

01.2015 - Present

JumpMetal.com & Nessa Photography

Concert photographer and review writer.