

kianna mkhonza

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Hi!

I am writing to express my strong interest in the Graphic Designer, Marketing and Digital Content Specialist position at Above Ground Art Supplies. With my diverse experience in graphic design, digital content creation, and web development, coupled with my publishing education from OCAD University, I believe I would be a valuable asset to your creative team. (OCAD is where I grew so fond of Aboveground, which I liken to the school's equally artistic neighbour but with cooler hair; I possess a deep appreciation for the products you offer and the artistic community you serve.)

My academic background is a BFA in Cross-Disciplinary Arts: Printmaking and Publications from OCAD. This has equipped me with a unique skill set that bridges both printed and digital media; it's this interdisciplinary education makes me so well-suited to handle a wide range of projects, from traditional print materials to digital content or systems maintenance.

My professional background includes:

- ▶ One year as a remote Design Assistant at Strike Design Studio. In this role, I worked on diverse projects ranging from logo design and branding to drafting content for the web. Now I know I can work independently to create cohesive visual identities and translate design concepts across different sorts of media, plus manage regular administrative duties at the same time.
- ▶ (Almost) one year as a Production Intern at Penguin Random House Canada, where I've honed my skills in typesetting and eBook production. I had the opportunity to work on diverse projects, including assisting the Creative Director of Tundra (a children's book imprint) with design choices for middle-grade books and working on a 300+ pg cookbook, handling both typesetting and design aspects.
- ▶ Experience as a graphic design intern at the Ottawa International Animation Festival, creating dynamic promotional content including advertisements, merchandise design, and imagery for the website and publications.
- ▶ Collaborations with Images Festival and Whippersnapper Gallery, focusing on social media graphics and printed publication design, which aligns well with your need for maintaining and growing social media presence.
- ▶ A 3-month web developer residency, where I created an artist website from scratch using HTML, CSS, and JavaScript, demonstrating my proficiency in web technologies crucial for maintaining and updating your website and online store.

My skill set closely matches your requirements:

- ✓ Proficiency in Adobe Creative Suite, particularly Illustrator, Photoshop, and InDesign
- ✓ Experience with WordPress + MailChimp
- ✓ Strong HTML and CSS skills
- ✓ Ability to work across various projects and social media platforms
- ✓ Experience in photo editing and digital content creation

My background in working with creative organizations, combined with my understanding of design principles for both print and digital media, make me well-suited to contribute to your marketing and design efforts. I am particularly excited about the opportunity to combine my design skills with my passion for art in a retail environment that I've admired the entire time I was a student. Plus, before entering the corporate world, I worked as a Customer Experience Rep at Indigo Books—and I know what catches the eye. I'm confident that my creative skills, technical abilities, and enthusiasm for design and marketing would make me a valuable addition to your team. I look forward to the opportunity to discuss how I can contribute. Thank you for your consideration!

Sincerely,

Kianna Mkhonza