



# Terry Nillo

UX/UI DESIGNER & ARTIST

## RESEARCH, CREATE & IMPLEMENT

Highly motivated into creating visually appealing designs to help improve productivity for continuous improvement. I believe through observation and research, one can achieve meaningful experiences and have successful results.

## EDUCATION

**Certificate: Web Design with Honours** Sept 2018- Apr 2019

Sheridan Institute of Technology & Advanced Learning, Oakville

**Diploma: Visual and Creative Arts** Sept 2016- Apr 2018

Sheridan Institute of Technology & Advanced Learning, Oakville

**Certificate: Arts Fundamentals** Apr 2016

Sheridan Institute of Technology & Advanced Learning, Oakville

## EXPERIENCE

**Digital Campaign Specialist** Nov 2020 - Present

Metroland Media Group

- Collaboratively work with internal and external teams on creative direction to build digital marketing products for over 100 businesses
- Project manage the execution of advertising campaigns to ensure client's meet their Key Performance Indicators
- Oversaw campaign life-cycle by providing updated reports when needed to clients, and perform optimizations such as creative updates to digital ads, targeting keywords/audience, or update messaging to ensure successful results are met for the client

**Graphic Designer**

Metroland Media Group

Jul 2019 - Nov 2020

- Managed over 15 project designs for businesses within Ontario such as The Garden Basket
- Designed magazines and project managed the team for one of Durham Region's publication such as Beautiful Beginnings Bridal
- Designed creative promotional materials and receive feedback to deliver best end-product to satisfy client's intended vision

## CONTACT

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**Email**

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**Portfolio Site**

terrnynillo.com

**LinkedIn**

linkedin.com/in/terrnynillo-577155130

## KEY SKILLS

HTML & CSS

App Design

Design for Web & Print

Responsive Design

Branding / Marketing

Teamwork

Time Management

Creativity

## TOOLS

Photoshop

Dreamweaver

Brackets

InDesign

Sketch

Invision

Illustrator