Alexandra Aylott

Associate Creative Director

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Toronto, Ontario 📍

Skills

Graphic Design

- Visual design & layout
- Typography & color theory
- Print design & production
- Digital marketing assets
- Art direction
- Creative concepting
- Design systems & style guides

UI/UX Design

- User-centered design
- UX strategy & research
- Wireframing & prototyping
- Information architecture
- Interaction design
- Usability & accessibility best practices
- Responsive design

Branding

- Brand identity development
- Logo design & wordmarks
- Brand storytelling
- Brand positioning
- Visual language & tone
- Brand guidelines & governance
- Rebranding initiatives

Video & Animation

- Motion graphics
- Video editing
- Storyboarding
- Animation for digital & social
- Visual storytelling
- Timing, pacing & transitions

Collaboration & Leadership

- Creative direction
- Cross-functional collaboration
- Stakeholder communication
- Project management
- Mentorship & team leadership

Tools & Platforms

Adobe Creative Suite
(Photoshop, Illustrator, InDesign, After Effects, Adobe XD)

Figma &
CMS platforms

About

I am a quality-driven Associate Creative Director, utilizing my skills in building relationships and communicating complex concepts. I drive initiative and demonstrate excellent organization and communication in fast-paced, dynamic environments.

Education

Graphic Design & Interactive Media Diploma
Toronto Film School
2013-2014

Advanced Advertising Diploma
Durham College
2009-2012

Work Experience

Associate Creative Director
Brand & Mortar Inc.
2019-Present

As an Associate Creative Director, I collaborate closely with designers, web developers, social media managers, and the accounts team to deliver innovative and impactful content for our clients. I also lead and mentor the design team, overseeing projects, events, and product launches to ensure high-quality execution and alignment with client goals.

Sr. Graphic Designer
Brand & Mortar Inc.
2017-Present

In my role as a Senior Graphic Designer, I specialize in crafting comprehensive brand identities and bringing client visions to life. I design and produce digital and print advertisements for multiple platforms while applying my expertise in UI/UX design to guide the development of ongoing web projects, ensuring seamless user experiences and optimal functionality.

Graphic & Interactive Designer
Testforce Systems Inc.
2016-2017

As a Graphic and Interactive Designer at Testforce, I created and managed digital and print assets that clearly communicated brand messaging, collaborated closely with developers to improve site performance and user experience, and maintained the CMS with regular updates to products, promotions, events, and graphics. I led the rebrand and website development for DVTEST and contributed to the launch of Xpresstest, applying marketing strategy, graphic design, and UX expertise to support all three brands.

References upon request