



Alexandra (Aylott) Foster

Design Partner

416.826.2621 📞

hello@alexandraaylott.com @

linkedin.com/in/alexandraaylott in

Toronto, Ontario 📍

Skills

Creative Leadership

- Creative Direction & Mentorship
- Stakeholder Communication
- Project & Budget Management
- Cross-functional Collaboration

AI & Strategy

- AI-Assisted Workflows
- Prompt Engineering
- Generative AI Implementation
- Performance-Driven Creative

Branding

- Brand Identity & Storytelling
- Brand Positioning & Tone
- Guidelines & Governance
- 360° Case Study Strategy

UI/UX Design

- User-Centered Design
- Wireframing & Prototyping
- Information Architecture
- Usability & Accessibility

Video & Animation

- Motion Graphics
- Video Editing
- Storyboarding
- Animation for Social Media

Tools & Platforms

Systems & Workflows

Adobe Creative Suite, Figma,
Canva (Brand Kits & Client Templates)

Generative AI

Midjourney, Adobe Firefly, Claude, Runway

Web/Social

Shopify, Amazon Storefront, WordPress,
Meta Business Suite, HTML & CSS

About

I bridge the gap between high-level creative leadership and the meticulous execution required to scale a brand. Operating as a Strategic Design Partner, I provide fractional creative direction and scalable brand systems that are rooted in business logic. I believe that the most impactful work happens when strategy and design live in the same room.

Education

Graphic Design & Interactive Media Diploma | Valedictorian

Toronto Film School | 2013-2014

Advanced Advertising Diploma

Durham College | 2009-2012

Work Experience

Design Partner

Alexandra | 2018-Present

I provide fractional creative direction and scalable brand systems for high-growth businesses. My approach bridges the gap between Director-level strategy and high-fidelity execution, ensuring that every pixel is rooted in business logic and human context.

Associate Creative Director

Brand & Mortar Inc. | 2019-2026

As Associate Creative Director, I lead a multi-disciplinary team of designers, social managers, and developers to deliver high-impact 360° brand ecosystems and performance-driven creative strategy. I act as the strategic lead for major accounts including Beer Canada, directing their annual visual identity, high-energy social animations, and full-scale event collateral. I also spearheaded the primary case study for The Hunny Pot, seamlessly integrating physical retail and digital presence. By integrating Generative AI workflows, I have significantly accelerated production efficiency for Palmers' annual social ad-sets and Amazon Storefront graphics, ensuring brand dominance while maintaining strict ROI-focus.

Sr. Graphic Designer

Brand & Mortar Inc. | 2017-2026

In this role, I specialized in crafting comprehensive brand identities and bringing complex client visions to life through high-fidelity digital and print advertisements. I applied a deep expertise in UI/UX design to guide the development of ongoing web projects, focusing on optimizing user journeys and increasing conversion rates for e-commerce-driven brands. I was responsible for bridging the gap between creative conceptualizing and technical execution, establishing brand governance and style guides that ensured long-term visual integrity for a diverse portfolio of startups and established clients.

Graphic & Interactive Designer

Testforce Systems Inc. | 2016-2017

During my tenure at Testforce, I managed the digital and print assets for three distinct technical brands, collaborating closely with developers to improve front-end site performance and user experience. I led the successful rebrand and website development for DVTEST, managing the transition of all marketing collateral and CMS updates. Additionally, I contributed to the launch strategy and visual identity of Xpresstest, utilizing design thinking to translate complex technical concepts into accessible and impactful brand messaging for a global audience.