



Lena Robinson

(Lena Summer is my design name)

(514) 445 8794

lenasummerdesign@gmail.com

lenasummer.com

Workplace Experience

Mindgeek - Montreal, QC • 2018-2022

Web Graphic Designer

Creating and updating rotating banners and video ads of the brands we work with (adult industry), redesigning sales pages often to reflect new seasonal deals, Creating new websites for newly acquired brands, Fine-tuning and optimizing to drive conversion and user growth.

SugarVenture - Montreal, QC • 2017-2018

Creative Director, Web & App Designer

Creating and designing the website from scratch, sketching wireframes and designing it from the ground up.

Reruns Vintage - Montreal, QC • 2017-2018

Social Media Manager, Assistant, Model

Keeping the social media accounts updated, hand washing, measuring, tagging vintage clothing, updating inventory logs, and modeling vintage.

Toon Boom Animation - Montreal, QC • 2015-2016

Branding & Print Graphic Designer

Creating Promotional and Marketing Material Design, Document Layout for all Toon Boom Products. Re-branded Harmony and Storyboard Pro products, create Ads for print and trade shows. Creating new icons for new tools in the software. Creating and updating the weekly internal email newsletter. All while continuing to keep a consistent look and feel between print and web.

Future Electronics - Montreal, QC • 2015

Web & UI Designer

Working with other designers to update and maintain the Future Electronics website. Create promotions and ads for website products and more. Create and edit pages using WordPress for the company's many blogs.

MediaMiser Limited - Ottawa, ON • 2012

Graphic Design Internship

Updated website, Created templates and infographics. Personalized layouts for clients of MediaMiser.

Freelance Experience

Mina Zafri - New York, USA • 2024

Designing Book cover

Rasoi Restaurant - Montreal, QC • 2016-2017

Storefront Signage and Print Graphic Design

5 Elements - Montreal, QC • 2016

Marketing & Graphic Design

Glowtt Media - Montreal, QC • 2015-2016

Branding & Print Graphic Design

Postal Stamp Art - Florida, USA • 2014

Branding & Web Design

Creating Connexions Event

Planning - Toronto, ON • 2013

Branding & Monthly Poster Design

Impact Zone - Ottawa ON • 2012

Brand Identity

Tiel Sports Clothing - Ottawa, ON • 2012

Brand Identity

Grow Hemp - Ottawa, ON • 2012

Brand Identity

Bruce House - Ottawa, ON • 2012

Designed & Coded Website

Education

Algonquin College

Graphic Design Advanced Diploma (3yrs) • 2009-2012

Northern Virginia Community College

General Arts & Sciences • 2007-2008

Virginia Commonwealth University

Art Foundation • 2006-2007

Skills/Expertise

Branding, Web design, Packaging, UX/UI, Typography, Illustration, Poster Design, Email newsletters, Video ADs, Video Editing, Gif creation, Visual Arts

Software: Adobe Suite, Figma, Jira, Wordpress, Other Proprietary content management system