

donica wilfis

INTERDISCIPLINARY CREATIVE // TORONTO, ON

CONTACT

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EDUCATION

Master of Design
OCAD University
Toronto, ON
Jan 2022

Bachelor of Technology
in Graphic Communications
Management, Ryerson University
Toronto, ON
(Marketing Minor)
Jun 2014

ACCOLADES

Award of Excellence
Black Designers of Canada
Feb 2021

Viola Desmond Award
Ryerson University
Feb 2017

R.B Tom Atkins Award
Ryerson University
Nov 2013

SKILLS

Visual Branding
Graphic Design
Illustration
Web design
Problem Solving
Project Management
Communication

PROFILE

An interdisciplinary artist & graphic designer based in Toronto, Ontario but born and raised in Preston, Nova Scotia. She completed her Master of Design (MDes) in Interdisciplinary Arts, Media & Design at OCAD University in 2022. Works full-time at Toronto Metropolitan University (formerly known as Ryerson University) as a Graphic & Web Designer, is the Founder of [The Black Gold Project](#) and is the Owner of [DW Creativ](#) - a creative studio specializing in branding, graphic and web design solutions that are accessible, inclusive and empower companies and organizations to share authentic stories.

EXPERIENCE

Owner & Creative Director at DW Creativ
Jul 2015 - Present

Graphic & Web Storyteller at Toronto Metropolitan University
Aug 2014 - Present

- Responsible for the strategy and innovation of visual communications for TMU Student Affairs for use across all audiences.
- Develops dynamic marketing and communications materials including but not limited to graphics, consistent and rich web environments and consistent branding and messaging presentation.

Graphics Assistant at Toronto Metropolitan University
Oct 2013 - July 2014

- Assisted Graphic Coordinator in creating content such as posters, wide-formats, banners, business cards, long-documents, etc. for TMU Students' Union.

Teaching Assistant at Toronto Metropolitan University
Sep 2013 - May 2014

Production Assistant at Toronto Metropolitan University
May 2013 - May 2014

- Coordinated production of all stationery materials for the University, including manual typesetting/layout. Stationary products include business cards, letterhead, special documents, envelopes, etc.
- Performed data entry and financial tracking/organizing.

Copy and Print Centre Associate at Staples, Gerrard Square
Jun 2012 - Sep 2013

- Print Production & Finishing Services

Sales Clerk at CopyRITE Printing Services
Oct 2011 - Apr 2013

- Print Production & Finishing Services