Nora Pherome

Multidisciplinary Designer

TORONTO, CANADA

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Multidisciplinary designer working across print, digital, motion and visual identities. I bring a fresh perspective and thoughtful decision-making to projects from concept through delivery, with close attention to clarity, craft and purpose.

EXPERIENCE

SENIOR GRAPHIC DESIGNER

OCT 2023 – PRESENT

INK ENTERTAINMENT GROUP — TORONTO & MIAMI · BRAND SYSTEMS & MULTI-MARKET CREATIVE

- Hired as the sole designer for INK's Miami portfolio of hospitality brands, representing **$20M+** in annual sales; earned expanded responsibility for additional Toronto brands through strong performance.
- Lead creative development from concept through execution, translating brand positioning, audience needs and business goals into cohesive experiences across digital and physical touchpoints.
- Build scalable visual systems, reusable templates and asset libraries that help teams extend each brand consistently across channels, formats and locations.
- Evolve brand identities for seasonal campaigns and special events, balancing fresh visual ideas and treatments with recognizable brand elements.
- Extend brand expression through motion graphics, short-form video editing, animation and social content, creating digital and email assets designed to encourage engagement and clicks.

INDEPENDENT FREELANCE DESIGNER

JAN 2020 – JAN 2024

LUCKY STARS STUDIO — TORONTO · BRAND IDENTITY & CREATIVE DIRECTION

- Helped clients across industries translate their business positioning into distinctive brand identities, guiding projects from discovery through design and rollout.
- Developed logos, visual language and packaging for new brands, and refreshed existing identities while preserving established recognition.
- Extended each identity into campaigns, social content, presentations and marketing collateral, creating a cohesive visual experience across touchpoints.
- Delivered scalable design systems and reusable assets that equipped clients to maintain and grow their brands independently.

GRAPHIC DESIGNER & MARKETING

OCT 2017 – OCT 2019

UNIVERSITY OF TORONTO PRESS — TORONTO · BRAND DEVELOPMENT & CAMPAIGNS

- Unified creative across retail, digital and in-market promotions, giving campaigns a consistent visual direction from first impression to purchase.
- As lead designer, contributed to **$1.5M** in revenue growth and a **21%** increase in e-commerce traffic and sales through campaign design and cohesive visual storytelling.
- Established a stronger Instagram identity and structured content art direction, helping grow the audience by **10K+** followers.
- Produced campaigns for major partners, including IKEA, Hudson's Bay, Red Bull, McDonald's McCafé, Contiki and Indigo.

EDUCATION

BACHELOR OF ART & DESIGN

OCAD UNIVERSITY — TORONTO · GRAPHIC DESIGN

AT A GLANCE

MAKE

IDENTITIES
PRINT
PACKAGING
DIGITAL
MOTION
SPACES

THINK

CONCEPT
ART DIRECTION
CAMPAIGNS
SYSTEMS

USE

ILLUSTRATOR
PHOTOSHOP
INDESIGN
FIGMA

KNOW

HOSPITALITY
PUBLISHING
RETAIL
EVENTS