

April M Baird

www.aprilmdesigns.com | 902.229.1940 | aprilmbaird@gmail.com
288 Sheppards Run, Beechville, NS

EXPERIENCE

Giant Promotions: Present

Graphic Design & Print Technician

- Draft layouts and designs for clients.
- Create mock-ups of sign designs and layouts.
- Production work, such as weeding and application.
- Set up files and printer for print and production.

eyecandy SIGNS INC.: 2018 - 2019

Technical Design

- Draft layouts and designs for clients.
- Create mock-ups of sign designs and layouts.
- Production work, such as weeding and application.

The UPS Store: 2010 - 2016

Graphic Design

- Managed multiple client designs. Work included custom logos, business cards, marketing materials, event materials, posters.
- Printed and assembled projects.
- Managed social media accounts.
- Managed UPS shipments.

Halifax Signs: 2008 - 2009

Graphic Design & Technician

- Custom layouts for signs, billboards, banners and vehicles.
- Assembled signs, banners and vehicle wraps.

SKILLS

Adobe Illustrator	● ● ● ● ●
Adobe InDesign	● ● ● ● ●
Adobe Photoshop	● ● ● ● ○
Adobe Lightroom	● ● ● ○ ○
Large Format Printers	● ● ● ● ○
WordPress	● ● ● ● ○
Microsoft Office	● ● ● ● ●
Windows Platform	● ● ● ● ●
Mac Platform	● ● ● ● ●
Illustration	● ● ● ● ○
Painting	● ● ● ● ○

FREELANCE

Freelance: 2008 - Present

Graphic Design

Work includes custom logos, business cards, marketing material, booklet layouts, magazine layouts, newspaper layouts, advertisements, illustration, graphic icons, social media marketing, WordPress editing, packaging design.

Projects were done for such clients as:

- Ruby Square Graphic Design: 2018 - Present
- Spring Geequinox: 2017- Present
- CaperCon: 2017 - Present
- Nancy L.E. Latimer: 2014 - 2016
- Hal-Con SciFi Fantasy Convention: 2014 - Present
- The Hearing Institute Atlantic: 2014 - 2016
- Toxic Blossom: 2011 - 2014
- Karen Gaudet Graphic Design Halifax: 2011 - 2012

EDUCATION

NSCAD

Halifax, NS

Night Course, 2015

- WordPress

Holland College,

Charlottetown, PEI

2006 - 2008

- Graphic Design

Nova Scotia Community College

Truro, NS

2003 - 2005

- Digital Animation