

Meschack Lompufu

Senior Graphic Designer

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Creative and results-driven Senior Graphic Designer with 8+ years of experience delivering high-impact visual solutions across corporate, manufacturing, marketing and nonprofit industries. Specializing in brand identity, UI/UX, and multimedia design, with a strong ability to collaborate cross-functionally and manage multiple projects in fast-paced environments. Proven track record of improving brand consistency, engagement, and operational efficiency

Industries Experience

Manufacturing & Industrial • Corporate & B2B Marketing • Transportation & Logistics • Non-Profit • Sales & Marketing Agencies • Automotive & Fleet Branding • Corporate Internal Communications

Core Competencies

Brand Identity & Visual Design • UI/UX Design • Print & Digital Design • Marketing Campaign Design • Motion Graphics & Animation • Social Media Design • Illustration • Photography & Videography • Digital Asset Management • Presentation Design • Email Campaign Design

Skills

Design Software

Adobe Illustrator • Adobe Photoshop • Adobe InDesign • Adobe Lightroom • Adobe After Effects • Adobe Premiere Pro • Adobe XD • Figma • Procreate

Platforms & Tools

Microsoft SharePoint • Salesforce • Microsoft Office • Google Workspace

Soft & Professional

Communication • Presentation • Time Management • Critical Thinking • Project Management • Team Collaboration • Attention to Detail • Problem Solving • Adaptability • Deadline-Driven

Professional Experience

Intermediate Graphic Designer
Farrow Windsor, ON (Hybrid)
2025 - 2026 (Contract)

- Delivered high-quality creative assets across print and digital platforms including brochures, flyers, presentations, motion graphics and social media content
- Rapidly developed a fully print-ready 2025 calendar within two months of joining, supporting customer engagement initiatives
- Designed and implemented a centralized Microsoft SharePoint hub within three months, improving access to marketing and sales materials
- Executed targeted mass email campaigns using Salesforce, supporting sales and client communication efforts
- Established standardized social media templates to accelerate production and maintain brand consistency
- Developed comprehensive brand guidelines, strengthening visual identity across departments

Multimedia Developer
Valiant TMS, Windsor, ON
2021 - 2024

- Delivered multimedia content including graphics, animations, videos, and interactive elements for corporate marketing initiatives
- Conceptualized and executed social media campaigns, increasing engagement and followers by 12%
- Captured and produced high-quality photo and video content using DSLR cameras and DJI drones
- Managed internal digital asset library, improving access to marketing and communication materials
- Ensured accessibility compliance and brand consistency across all communication channels
- Supported internal communications, marketing, and recruitment campaigns

Senior Graphic Designer
Quick Draw Tarps, Windsor ON
2019 - 2021

- Collaborated with the sales team to design large-format truck visuals, including vehicle wraps, increasing brand visibility and contributing to a 32% sales boost using Adobe Illustrator and Photoshop in line with brand guidelines
- Streamlined design workflows and asset management, reducing material waste and saving \$12,000 annually in production costs

Graphic Designer, Volunteering
All Nations Full Gospel Churches International
2018 - Present

- Volunteering as a graphic designer, creating social media content, editing videos, designing graphic templates, and maintaining brand identity across all visual materials.

Education

University Of Windsor
Bachelor Of Visual Arts
2024 - Present (Part-time)

Google
Ux Design Certificate

Niagara College, Niagara Region
Advanced Diploma, Graphic Design

Certificates and License
Drone Pilot Licence