

# Melissa Barr

An innovative and highly motivated thinker with a passion for creative problem-solving, clear communication, and leadership that turns ideas into impactful outcomes.

## Contact

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## Skills

- Adobe Illustrator
- Adobe Photoshop
- Adobe InDesign
- HTML/CSS
- Project Management
  
- Leadership
- Communication
- Resourfulness
- Problem Solving
- Time Management
- Works well under pressure

## Education

2007

Seneca College  
Received Certificate for  
Webmasters Course

2000

International Academy  
Of Design  
Received Diploma in  
Graphic Design

### MAR 2025 - PRESENT **PACKAGING DESIGNER** | Gertex Hosiery / York, ON

One of two Packaging Designers responsible for the daily development and execution of small-scale packaging across hundreds of softgoods and hardgoods.

Manage all stages of packaging development, from concept and inspiration through final production.

Maintains relationships with 15+ global suppliers, providing detailed packaging specifications, packing instructions, and licensor tag and labeling requirements.

Collaborates daily with Quality Control, Production, and Development teams to ensure high-quality products are delivered on time.

Designs complex dielines and innovative packaging solutions for major retailers and licensors, including Target, Walmart, Shoppers Drug Mart, Albertsons, Dollar Tree, Rexall, Giant Tiger, Loblaws, COWS, Hobby Lobby, MLB, NBA, Hockey Canada, CFL, NHL, and NFL.

### MAR 2021 - NOV 2024 **TEAM LEAD - GRAPHIC DESIGN** | Marklyn Group Ltd. / Orangeville, ON

Led and inspired a team of designers, setting creative direction, managing workflows, and ensuring consistent, high-quality output across multiple brands and fast-paced initiatives.

Partnered at a strategic level with Marketing and Product Development to shape brand expression, product storytelling, and retail positioning across all touchpoints.

Oversaw the full lifecycle of packaging execution, directing print production, sample development, and distribution to Canadian and U.S. buyers under aggressive timelines.

Served as the primary creative authority with Product Managers and manufacturing partners, ensuring excellence in color accuracy, materials, structure, and overall brand integrity.

Directed the concept and execution of impactful POP displays for major retailers including Costco, Home Depot, and Walmart, driving in-store presence and brand recognition.

### JUL 2017 - DEC 2020 **PACKAGING DESIGNER** | Investments Hardware Ltd. / Vaughan

Owned the end-to-end creative development of packaging for multiple in-house brands, setting visual direction based on market insights, consumer trends, and brand strategy to drive shelf impact and brand differentiation.

Led cross-functional and overseas vendor collaboration to ensure brand consistency, quality standards, and on-time execution across global production partners.

Directed the creative development of showroom signage, POP displays, and promotional assets, aligning in-store and digital touchpoints to support product launches, campaigns, and experiential marketing initiatives.

### JAN 2008 - AUG 2015 **SENIOR GRAPHIC DESIGNER** | Tennis Canada / North York, ON

Partnered with Marketing and Communications to develop cohesive, high-impact brand campaigns for the Rogers Cup tennis tournament across print, outdoor, and digital channels.

Designed large-scale marketing assets including stadium and grounds signage, billboards, transit ads, and environmental graphics to support brand visibility and fan engagement.

Owned the design, content updates, and visual consistency of rogerscup.com, ensuring timely publication of tournament results, draws, and social media integrations.

Created digital marketing assets such as animated pre-tournament ads, email campaigns, and web promotions to drive awareness and attendance.

Collaborated cross-functionally year-round to produce brand-aligned marketing materials including annual reports, infographics, coaching booklets, and corporate partner pitch presentations for multiple tennis events.