



## GENEVA BOWMAN

Recent Graphic + Digital Design graduate

587-370-8414

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### Portfolio

bowmandesign.ca

## Education

### Certificate, Graphic and Digital Design, 2024

*InFocus Film School, Vancouver, BC*

## Design Experience

### Family Centre | Lethbridge 2023–Present

#### Office Administrator

- T-Shirt fundraiser campaign; design T-shirt with hand-drawn illustrations and typography, design and prepare scheduled marketing collateral with target audience in mind, work with in-person printer, prepare print/production ready files
- Creates marketing content for programs

### Jonny Bean Coffee | Lethbridge 2019–2022

#### Lead Barista

- Designed illustrations and graphics for takeaway materials and marketing collateral
- Developed signature cocktails, seasonal food and coffee specials
- Trained and supervised staff, provided customer service and answered inquiries

## Experience

### Family Centre | Lethbridge 2023–Present

#### Office Administrator

- Manage day-to-day operations of the front desk, including data entry, scheduling, timeline management, and answering client inquiries

#### Program Facilitator

- Developed and scheduled youth cooking-based educational programs focusing on nutrition, budgeting, and creative expression in the kitchen
- Created an environment focused on meeting learning targets, developing skills, and stimulating students' interests while following licensing guidelines and educational standards

### Greenwood Retreat Centre | Scotland | 05/22–10/22

#### Volunteer

- Supported business owner's by maintaining general running of household, and caring for children
- Cleaned holiday cottages following professional protocols, and maintained property grounds by general landscaping and gardening

### Urban Grocer | Lethbridge | 2016–2018

#### Store Manager

- Managed inventory levels and ingoing/outgoing orders
- Developed positive relationships with local vendors and suppliers
- Handled cash, responded to customer concerns and complaints

## Skills

Basic HTML & CSS

Brackets

Copywriting

Elementor

Google & Facebook ads

Graphic design, print & web

Illustration

Marketing

Responsive web design

Social Media platforms

UX/UI fundamentals

## Software

Adobe Illustrator

Adobe InDesign

Adobe Photoshop

Adobe XD

Figma

Wordpress

## Professional Development

### Member, DesCan

*Design Professionals of Canada  
2024*

### Member, Association of Registered Graphic Designers, 2024

## Honours

Winner, popular vote–Local  
Attraction Map Design  
*InFocus Film School, 2024*  
Designing an illustrated  
attraction map voted by peers  
as the best in class.

### Scholarship, Graphic+Digital Design

*InFocus Film School, 2023*