

Adam Narraway

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SUMMARY

Senior Graphic Designer with 25+ years of experience creating compelling visual identities, integrated marketing campaigns, print and digital experiences, packaging, merchandise, and branded environments. Proven ability to lead projects from concept through production, combining strategic thinking with exceptional craftsmanship across print, web, environmental graphics, and experiential design.

Experienced collaborating with clients, marketing teams, production vendors, developers, and stakeholders to transform creative concepts into polished, production-ready deliverables. Passionate about typography, visual storytelling, music culture, and developing memorable brand experiences that connect with audiences.

EDUCATION

George Brown College

Graphic Communications Design, Internship with TBWA/Chiat/Day

George Brown College

Screen Process Printing, Internship with Automatic Impressions, Produced apparel graphics for brands including Roots, GAP, and Pepsi.

EXPERIENCE

Graphic Designer, Prepress

2024 – Present

PCL Graphics

Markham, ON

- Design and produce production-ready artwork for large-format signage, environmental graphics, accessibility systems, and branded spaces.
- Prepare complex print files for fabrication while ensuring accuracy, quality control, colour consistency, and compliance with production specifications.
- Develop accessible wayfinding systems meeting AODA and CNIB standards.
- Collaborate with production teams to solve technical challenges and deliver projects on schedule.
- Manage prepress workflows, file preparation, proofing, and final production assets.

Graphic Designer (UX/UI)

2022 – 2023

Elite Digital Marketing

Toronto, ON

- Designed integrated print and digital marketing materials for pharmaceutical and national brand clients.
- Created digital campaigns including email marketing, social media assets, presentation graphics, and web interface designs.
- Developed storyboards and visual concepts supporting animation and motion graphics.
- Collaborated with creative directors, writers, developers, and account teams throughout campaign development.

Senior Graphic Designer | Art Department Manager

2002 – 2020

Marcom Group Inc.

Mississauga, ON

- Led the creative development of branding, print campaigns, trade show environments, vehicle graphics, promotional materials, and digital content for a diverse client portfolio.
- Managed creative projects from initial concept through production, balancing multiple deadlines while maintaining high design standards.
- Directed visual storytelling through typography, illustration, environmental graphics, presentation design, and experiential marketing.
- Produced 3D visualizations that helped clients understand and approve creative concepts before production.
- Mentored designers and coordinated with production vendors to ensure exceptional execution.
- Developed creative solutions that balanced brand consistency with innovative visual communication.

Freelance Senior Graphic Designer

1995 – Present

Suburban Design Core

Partner with businesses, musicians, non-profit organizations, and entrepreneurs to create distinctive visual identities across print, digital, and merchandise.

Representative work includes:

Develop long-term relationships with clients by combining strategic thinking, creative problem-solving, and production expertise from concept to final delivery.

- Brand identity design
- Logo systems
- Album artwork
- Concert posters
- Merchandise graphics
- Apparel collections
- Skateboard graphics
- Website design and development
- E-commerce websites
- Social media campaigns
- Storyboards
- Marketing collateral
- Packaging concepts
- Illustration

TECHNICAL SKILLS

Creative Direction & Concept Development

Brand Identity Systems

Campaign Design

Album Artwork & Promotional Graphics

Merchandise Design

Print & Packaging Production

Prepress & Colour Management

Typography & Layout

Digital & Web Design

UX/UI Design

Environmental Graphics & Wayfinding

Illustration & Storyboarding

Vendor & Production Management

Team Leadership & Mentoring

Adobe Creative Cloud

Figma

SketchUp

AI-Assisted Creative Workflows

Adobe Photoshop

Adobe Illustrator

Adobe InDesign

Adobe Acrobat Pro

Microsoft Office

Expert print production knowledge

Prepress & packaging workflows

Typography

Illustration

Digital asset creation

Accessibility standards (AODA/CNIB)

Strong presentation and communication skills

Collaborative leadership

Continuous learner with a passion for emerging technologies, including AI-assisted creative workflows

PORTFOLIO

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