



ANNIE HART

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designbyhart.ca | Toronto ON

Graphic designer and communications specialist with a background in informed and accessibility-compliant design. DEI consultant and facilitator.

EXPERIENCE

CAMH (Centre for Addiction and Mental Health)

2001-present

Communications Coordinator

Communications and Strategy, Public Affairs, CAMH

- Brand management oversight, including development of internal branding for programs, services, and projects, and full brand creation for partner projects.
- Informed graphic design for both internal and public-facing audiences, ranging from corporate strategic plan and complementary assets to youth co-created information sheets and infographics.
- Restructuring and organization of web site sections for key Centres and areas, from wireframing to implementation in Sitecore CMS.

Communications Coordinator

Digital and Innovation, Education, CAMH

- Managed social media for CAMH Education, creating content, developing social strategies and tracking analytics.
- Worked on both UI and UX for a number of apps and digital products, including youth co-creation projects.
- Customized, designed and implemented back-end workflow for publications Shopify site and CAMH Wordpress blog.

Communications Assistant, Print Production,

Public Education & Health Promotion, Education, CAMH

- Graphic design and production for public information materials, text books and branded promotional items (swag).
- Managed archiving and publication reprint processes for in-house publishing shop.
- Lead development of Cumulus digital asset management system (now Canto).
- Handled production requirements from supplier-sourcing to pre-flighting, proofing and delivery.

VOLUNTEER EXPERIENCE

Play Proud Supporter Representative

Toronto FC

- Working with the team to develop diversity, equity and inclusion training and opportunities for staff, players and fans.
- Consulting on 2SLGBTQ+ related communications and events.

EDUCATION

Image Arts (Digital Media) Certificate

Toronto Metropolitan University
September 2011–March 2013

NOTABLE SKILLS

- ★ Adobe Creative Suite, specifically InDesign, Illustrator and Photoshop
- ★ Inclusive design and accessibility-compliant design (AODA).
- ★ Brand design.
- ★ Social media.
- ★ UI and UX
- ★ Workflow design and content management.

CERTIFICATES AND TRAINING

Accessible Design Best Practices Certificate of Completion

Accessibility Services Canada
December 2023

Play Proud Certificate of Completion

Common Goal
September 2023

San'Yas Indigenous Cultural Safety Certificate

Indigenous Health, Provincial Health Services Authority (BC)
November 2022

Mayo Clinic-Hootsuite Social Media Basics for Healthcare Certification

Mayo Clinic and Hootsuite
June 2016

Certified Print Production Practitioner

Institute of Communication Agencies
September 2004

PROFESSIONAL GROUPS

TAHSN Communicators

Toronto Academic Health Sciences Network