Jackie Oshell { Senior Graphic Designer }

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Career Summary

Senior Graphic Designer with 15+ years of experience delivering digital, web, and brand design for large, member-based organizations. Specializing in end-to-end design for complex, multi-platform initiatives, partnering with developers and stakeholders to build clear, scalable, user-focused design systems.

Professional Experience

Toronto Regional Real Estate Board (TRREB) — Toronto, ON
Web and Graphic Designer | August 2013 – January 2025

As Canada's largest real estate board, TRREB represents more than 70,000 licensed real estate brokers and salespersons across the Greater Toronto Area.

- Played a lead role in shaping and evolving organizational brand standards, ensuring consistency across print, digital, and large-scale event environments
- Acted as primary design lead on multiple web projects, partnering with internal developers to define visual systems, UX direction, and scalable design solutions for trreb.ca, realtorquest.trreb.ca, and market-outlook.trreb.ca
- Drove visual strategy for complex, data-heavy content, translating market insights, policy information, and stakeholder requirements into clear, digestible, accessible, and brand-aligned design systems
- Led end-to-end design for flagship publications including annual reports, strategic plans, and market outlooks distributed across executive leadership, membership, and media channels
- Oversaw design production for major events and initiatives, coordinating external vendors, print partners, and internal stakeholders to ensure quality, accuracy, and on-time delivery under tight timelines
- Served as a trusted design advisor to cross-functional teams, providing guidance, quality control, and final design approval on high-priority projects

Additional Experience:
Brand Consultant, Web and Graphic Designer | Freelance and Contract
Web Graphic Designer | Tennis Canada
Layout Coordinator/Graphic Designer | Sun Media

Education

Seneca College — Markham, ON
Webmaster Certificate | January 2010 – April 2010

Durham College — Oshawa, ON
Advertising Diploma | September 2003 – May 2005

Core Skills

Digital and Web
Figma, Adobe XD, HTML and CSS, WordPress (Gutenberg)

Print and Production
Adobe InDesign, Adobe Illustrator, Adobe Photoshop, prepress knowledge

Motion and Video
Adobe Animate, Adobe After Effects, Adobe Premiere Pro, SVG animation