

Jackie Oshell

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Career Summary

Senior Graphic Designer with over 15 years of experience creating publications, websites, and promotional materials for member organizations, corporations, and agencies.

Work History

Senior Designer (Project-based), 05/2025 to Present
Relocation Engineers

- Providing web, print, and communication design services including corporate branding, web prototypes, vehicle wraps, marketing collateral, and general consultations.

Web & Graphic Designer, 08/2013 to 01/2025
Toronto Regional Real Estate Board (TRREB)

- Collaborated with in-house developers to design and implement new websites for realtorquest.trreb.ca, trreb.ca, and market-outlook.trreb.ca
- Designed and produced large-scale digital publications distributed to more than 70,000 REALTOR® members
- Led creative support for major events through digital campaigns, large-format signage, and presentations
- Helped increase annual conference attendance from 6,500 real estate professionals in 2014 to a record-breaking 11,000+ attendees in 2024
- Managed print production, vendor negotiations, and quality control for publications and marketing materials.

Graphic Designer, 11/2012 to 08/2013
London Publishing

- Created editorial and ad layouts while collaborating with in-house sales teams to deliver under tight deadlines.

Web Graphic Designer, 06/2010 to 12/2010
Tennis Canada

- Designed digital marketing assets, web graphics, and promotional materials supporting national events such as the Rogers Cup (now National Bank Open).

Graphic Designer, 11/2006 to 06/2009
Sun Media

- Part of a larger 9-person design team managing all aspects of daily advertising creation including spec work and digital display ads.

Core Skills

Web & Digital Design

Figma/XD Prototyping
Front-End Design
WordPress Themes
Custom HTML and CSS
Interaction Design
Motion Graphics
Email Campaigns
Asset Management

Publications & Marketing

Editorial Layout Design
Brand Implementation
Educational Booklets
Production Management
Prepress Knowledge
Vendor Negotiations

Events & Project Delivery

Large-Format Signage
Application Design
Stage Graphics and Video
Integrated Campaigns
Promotional Material
Cross-Functional Teams
Vendor Sourcing

Education

Product Design Certificate

BrainStation®

Toronto, ON

July 2026 (Expected)

Webmaster Certificate

Seneca College

Markham, ON

April 2010

Advertising Diploma

Durham College

Oshawa, ON

May 2005