

Paula M. Brathwaite

Production Artist, Specialist and Consultant | Photographer

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PROFILE

With extensive expertise in print and digital documents, I specialize in crafting custom solutions for financial and other corporate sectors. My analytical, detail-oriented approach ensures high-quality materials and efficient workflows.

I also offer specialized consultancy services focused on advising and streamlining document production. They include reorganizing working files for better management, establishing efficient templates, troubleshooting file management issues, and developing strategic solutions to project challenges. A flexible monthly retainer service is also available, ideal for businesses requiring ongoing production work or consulting without the commitment of a full-time in-house team.

CORE SKILLS AND SOFTWARE

- Print and Digital document layout design (including reports, prospectuses, brochures, contracts, interactive PDFs and more)
- Self-motivated, working independently, highly organized and prioritizes a variety of projects on tight timelines
- Effective communication and collaboration skills
- Workflow Optimization and Troubleshooting
- Proofreading and Final File Preflighting
- Digital Photography and Image Editing
- Software: Adobe InDesign, Photoshop, Illustrator, Lightroom, Acrobat Pro, QuarkXpress, Microsoft Office, Affinity Suite, Workiva

PROFESSIONAL EXPERIENCE

Creative Niche (Toronto) – Production Designer – October 2008 – Present

- Supported creative teams producing collateral for financial services clients, including RBC Royal Bank, Mackenzie Financial, and others.
- Designed fact sheets, prospectuses, annual reports, financial statements, contracts, and interactive forms in English and French.

Achievements: Recognized for managing multiple projects simultaneously for the agency's corporate clients, improving workflow efficiency, and consistently meeting deadlines under pressure.

RBC Royal Bank (Toronto) – Production Artist – August 2016 – Present

- Managed layout updates, rebranding projects, and the creation of new collateral while adhering to strict brand standards.

Achievements: Streamlined departmental workflows; sole member of the team who learned, implemented and advised on Workiva software platform for large report project, resulting in developing Workiva Style Guides for two departments, and in fast turnaround times.

EQAO (Education Quality and Accountability Office) (Toronto) – Production Designer – November 2017 – April 2018

- Designed, formatted, and illustrated standardized provincial testing booklets for grades 3, 6, and 9.

Achievements: Ensured compliance with provincial standards, produced both standard and large-print versions, and created original illustrations for test questions.

Mackenzie Financial (Toronto) – Lead Production Designer – April 2009 – April 2015

- Led production of multi-page financial statements, marketing materials, and client collateral for nearly 150 mutual funds (English and French).

Achievements: Developed creative solutions to production challenges, trained and mentored new team members, and optimized processes to meet tight deadlines.

John Hancock Financial/Manulife (Toronto) – Production Artist/Designer – July 2006 – December 2010

- Managed formatting, updates, and proofreading of marketing collateral in English and Spanish for international clients.

Achievements: Delivered materials with quick turnaround times, minimized reprints through meticulous proofreading, and maintained high-quality standards under tight deadlines.

WeddingChannel Magazine (Toronto/Los Angeles) – Senior Production Designer – June 2005 – April 2006

- Implemented creative problem-solving techniques to resolve hardware and production issues, streamlining production workflows.
- Customized style sheets, centralized file storage, and organized materials, significantly improving efficiency.
- Specialized in colour correction and close-cropping of editorial, cover, and advertising photography.
- Designed original print ads, proofread, and pre-flighted files to ensure press-ready quality.
- Ensured all pages met specifications before press and digital distribution.

Achievements:

- Successfully enhanced production efficiency and reduced errors in preflighting and file management.
- Created visually compelling ads and editorial layouts that met industry standards.

PageWave Graphics (Toronto) – Book Production Designer (Print/Digital) – January 2005 – August 2005

- Designed and formatted books in accordance with established style sheets.
- Proofread, corrected, and formatted all text for accuracy and consistency.
- Created unique photo composites for interiors and covers, elevating visual storytelling.

Achievements:

- Delivered high-quality, publication-ready books on tight deadlines.
- Developed creative photo composites that enhanced the overall aesthetic of the publications.

Independent Production Designer (Toronto) – May 1991 – Present

- Manage and coordinate print and digital projects from inception to completion.
- Collaborate with clients to interpret vision and execute projects accurately and on time.
- Communicate effectively with external vendors and consultants to meet project goals.
- Oversee operational, strategic, and administrative functions, including quotes, billing, and reports.
- Produce diverse collateral such as reports, ads, publications, brochures, and corporate branding materials.

Achievements:

- Built strong client relationships by consistently delivering projects on time and to specification.
- Streamlined project workflows, reducing turnaround times and increasing client satisfaction.

ADDITIONAL SKILLS AND ACHIEVEMENTS

- **B.F.A. (Specialized Honours)** in Visual Arts (York University), specialization in Production Design and Typography.
- **Photography:** Product, Event and Concert photography; extensive experience in on-set stills for Film and TV. (2006–present)
- Additional training in Photography, Video, and Editing (Toronto District School Board, 2003).
- Finalist/Nominee for Best Album Cover Design at the Canadian Aboriginal Music Awards (2002).