



Rebecca Luffman

SENIOR BRAND & MARKETING DESIGNER

I'm a Senior Brand and Marketing Designer who thrives on translating complex ideas into clear, compelling visuals. Having worked with large organizations like TD Bank Group and Vanguard, I understand what it takes to deliver strategic design across digital, print, video, and internal communications — all while staying true to the brand and keeping the user at the centre of every decision.

CORE SKILLS

- Extensive knowledge of concept development, typography & layout design.
- Creative direction and concept development
- Brand systems and visual storytelling
- Digital campaigns, social media, and marketing design
- UX/UI and accessibility (AODA, WCAG principles)
- Stakeholder collaboration and cross-functional leadership
- Agile workflows and user-centered design
- Motion graphics and multimedia storytelling
- Exploring emerging AI tools in creative workflows (Midjourney, Gemini Pro, Nano Banana and Claude)

Software: Adobe Creative Cloud, Figma, Canva, HTML/CSS, Microsoft Office Suites, Confluence

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WORK EXPERIENCE

● **TD Bank Group**

Senior Brand & Marketing Designer | July 2023 – May 2026

As Senior Designer for the HR Colleague Journey team, I drive visual strategy and creative execution across a broad range of touch points — interactive PDFs, HTML emails, video, brochures, SharePoint sites, and PowerPoint presentations. I collaborate closely with diverse stakeholders across multiple lines of business, delivering high-quality work that balances strong brand storytelling with AODA accessibility standards, all within a fast-paced environment.

● **Vanguard Investments Canada Inc.**

Creative Strategist | December 2021 – June 2023

As Creative Strategist at Vanguard Investments Canada, I designed and executed creative concepts across social media campaigns, digital advertising, video, website updates, and event materials, ensuring a consistent and compelling brand presence across every channel. I mentored a junior designer, maintained strong vendor and stakeholder relationships, and served as the go-to brand expert for the broader team, bringing both strategic oversight and hands-on execution to every project.

● **Founder | Design Studio**

Art Director | May 2013 – November 2021

Established and operated my own independent design studio serving a diverse range of corporate, legal, real estate, and Indigenous clients — including TD Wealth, Toronto Board of Trade, KW Realty, Shimmerman Penn LLP, and the community members of Atikameksheng Anishnawbek, and many more.

● **TD Bank Group**

Senior Designer | November 2011 – May 2013

Supported the TD Securities Events team within the Creative Services department, designing all creative elements for corporate events — including large-format signage, online invitations, brochures, and menus. Acted as a brand expert for the team, annually reviewing the functionality and design aesthetic of event materials, and prepared presentations for Marketing meetings to share design excellence and forward-thinking creative strategies.

EDUCATION/ACHIEVEMENTS

● **Sheridan College**

Computer Fundamentals Diploma

● **Sheridan College/York University**

Bachelor of Design Honours Degree