

# CHRISTIAN VACCA

**BARRIE, ONTARIO**

**CVACCA6002@GMAIL.COM**

**705-994-6034**

## PROFILE

Graphic designer and creative strategist specializing in brand identity, apparel design, and social media content within sports, esports, and entertainment.

Experienced in developing brand systems, merchandise concepts, digital media/content, and marketing visuals to translate competitive culture to an audience for emerging teams and concepts.

## EDUCATION

### **Ontario College Advanced Diploma of Graphic Design**

Georgian College in Barrie, ON  
Expected Graduation 2027  
Dean's List Honours

### **Bachelor of Creative Advertising**

Humber Polytechnic in Etobicoke, ON  
Starting Fall 2027 - Expected Graduation 2029

### **High School Diploma with Communications Technology Specialization**

St. Joan of Arc CHS in Barrie, ON  
Graduated 2024  
Excellence in Comm. Tech and Media Arts Award, awarded to top graduating student in program.

## SKILLSET

### **Design Skills**

Brand Identity Design, Apparel & Jersey Design, Visual Systems Development, Typography, Colour Theory & Strategy, Layout & Composition, Marketing & Promotional Design, Merchandise Design

### **Specializations**

Esports & Sports Branding, Apparel Mockups & Production-ready Artwork, Sponsor Integration & Kit Design, Audience-focused Visual Storytelling

### **Software (in order of strength)**

Adobe Photoshop, Adobe InDesign, HTML/CSS, Adobe Illustrator, Adobe Premiere Pro, Adobe After Effects

## WORK EXPERIENCE

### **Founder & Creative Director**

Mayhem Media Creative - Barrie, ON  
2022 - Present

- Developed original brand identities, apparel concepts and visual systems for esports projects
- Created marketing and social media content designed to engage audiences and communicate brand identity
- Consulted on branding direction, creative strategy, and visual identity development
- Designed complete esports team apparel systems and merchandise concepts
- Managed independent creative projects from concept through to final execution

### **Cast Member**

Cineplex Entertainment - Barrie, ON  
2023 - Present

- Provide guest service in fast-paced theatre environment
- Support presentation and operations of film exhibition
- Collaborate with team to deliver consistent entertainment experiences

## AFFILIATIONS

### **Student RGD**

Student Member - Association of Registered Graphic Designers Canada

**References available upon request**