

# AMBER GLEN DENNING

Senior Graphic Designer

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[amberglendenning.ca/portfolio](http://amberglendenning.ca/portfolio)

Creative leader and Senior Graphic Designer with two decades of experience, specializing in developing scalable brand systems for high-profile clients like the Water Security Agency and the Saskatoon Blades. I leverage mastery of the Adobe Creative Suite and Figma to deliver strategic, end-to-end creative solutions that significantly improve visual consistency and brand integrity across all touch points. My expertise spans concept development, cross-media execution, marketing, and design leadership, grounded by a strong commitment to sustainable and eco-conscious design practices.

## CORE COMPETENCIES & KEY SKILLS

- **Software Mastery:** Adobe Creative Suite (InDesign, Illustrator, Photoshop, After Effects), Figma.
- **Brand Strategy & Development:** Visual Identity, Brand Style Guides, Brand Guardianship.
- **Creative Direction & Execution:** Curious, Concept Development, Design Brief Ownership, Strategic Alignment.
- **Cross-Media Campaign Design:** Print including Annual Reports, Email Campaigns, Online Advertising, Social Media, Out of Home and Transit advertising collateral.
- **Digital Design:** Web Design, UX/UI Principles, Accessibility.
- **Motion & Animation:** Video Editing, Logo Animation, and Motion Graphics.
- **Design Leadership:** Mentorship, Workflow Management, Cross-Functional Collaboration.
- **Sustainable Design:** Eco-Conscious Design, Material Selection, Digital Optimization.

## WORK EXPERIENCE

**Ecru Creative Design (Owner) | June 2002 – Present**

- Successfully executed comprehensive brand styling and strategic re-branding initiatives for a diverse client base over two decades, focusing on new business launches and established corporate entities.
- Designed and implemented scalable brand systems that supported consistent client growth and streamlined adoption for in-house and third-party marketing teams.
- Delivered full-cycle creative solutions—from concept development across core brand identity, animation, printed media, web design and digital and social platforms—maintaining 100% client satisfaction.
- Managed the entire freelance project lifecycle independently, encompassing client quoting, project scoping, creative ideation, budget adherence, and final delivery.
- Cultivated a diverse client portfolio, including high-profile organizations like the Saskatoon Blades and SaskTel Centre.

## **LMNO Consulting, Saskatoon, SK**

**Senior Graphic Designer** | February 2022 – December 2025

- Directed end-to-end creative direction for numerous large-scale campaigns.
- Authored and implemented comprehensive brand standards and style guides, resulting in improved visual consistency across all client initiatives.
- Managed brand initiatives and creative output for high-profile clients, including SaskTel, SGI, WSA, SaskWater, Denison Mines, Lüm Mobile, and Ministry of Trade and Export Development (TED) and 6 home lottery campaigns for Asher.
- Spearheaded cross-media execution, including a high volume of web projects, complex animation and video production, and extensive print and out of home collateral.

**Studio Artist** - November 2016 – February 2022

- Collaborated closely with creative teams to conceptualize, design, and produce highly polished creative solutions and award-winning campaign assets and advertising collateral.
- Instrumental in maintaining meticulous brand standards across all design elements, ensuring the final output consistently met organizational branding goals.

## **Pelican Signs, Saskatoon, SK**

**Graphic Designer/Prepress** | June 2008 – July 2010

- Specialized in large-format graphic design, creating visual solutions for complex canvases including full vehicle wraps and event pageantry.
- Directed the full job lifecycle, managing the process from initial design and client communication through prepress and final project installation.
- Pre-press specialist, resolving technical issues and ensuring precise scaling, color accuracy, and material compatibility for print production.

## **EDUCATION & DEVELOPMENT**

### **Education**

- **Certificate in Art & Design** | USCAD, Saskatoon, SK, 2015
- **Diploma, Graphic Design** | Applied Multimedia Training Centre, Calgary, AB, 2002

### **Professional Development**

- Maintained 20+ years of active professional development, focusing on current trends in design, software, Artificial Intelligence (AI), and business strategy.

## **BOARDS & LEADERSHIP EXPERIENCE**

**SPMA - Design Chair** February 2023 – Present

- Led the creative design, execution, and design collateral assets for Fuze, an event attended by over 250 industry professionals each year.
- Lead, designed and developed the Brand Standards for the SPMA in 2025.

**DesCan - Board Member** April 2022 – Present

- Organized and hosted community events focused on networking and professional development for local design professionals.

**Last Mountain Lake Cultural Centre - Fundraising Chair** November 2011 – 2014

- Directed major annual fundraising initiatives and regularly coordinated the “LIVE at the Scherle” music series.

**References Available on Request.**