

GRAPHIC DESIGNER
ARTIST
AUTHOR
VISUAL STORYTELLER
CREATIVE DIRECTOR
BRAND IDENTITY DESIGNER
DIGITAL ARTIST



blakereflected.com

CONTACT



WEB

blakereflected.com



EMAIL

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PHONE

647-985-3886



LOCATION

Brampton, ON L6T 4R1

CORE STRENGTHS

- Branding & Visual Identity
- Adobe Creative Suite
- Typography & Layout
- Print + Digital Design
- Web + Campaign Design
- Visual Storytelling
- Creative Direction



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artCREATE
DESIGNLIFE

BEYOND THE The Story Behind the Designer;

Portfolio....

The Artist Behind the Design.

• CREATIVE DIRECTOR • GRAPHIC DESIGNER • VISUAL STORY TELLER

BLAKE R. HORSLEY

GRAPHIC DESIGN • COVER LETTER

Dear Hiring Manager,

Great design does more than capture attention. It communicates ideas, inspires emotion, tells a story and leaves a lasting impression. This philosophy has shaped my creative journey as a multidisciplinary Graphic Designer, Visual Artist and Published Author. I am excited to bring my artistic vision, technical design skills and passion for visual storytelling to a creative team that values originality, innovation and purposeful design.

Through my independent creative practice, **blakereflected.com**, I have developed distinctive brand identities, logos, business cards, digital artwork, advertising concepts and print and digital marketing materials. My background in Creative Advertising from Humber College, combined with years of artistic exploration, has strengthened my understanding of typography, colour theory, composition, visual communication and creative problem-solving. I approach every project with the belief that exceptional design should be both visually compelling and strategically effective.

As an exhibiting visual artist and published author of **A MAN WITH GLASSES**, I bring a distinctive perspective that extends beyond traditional graphic design. My artwork has been featured in exhibitions, galleries and on commercial products, while my writing has strengthened my ability to communicate meaningful ideas through powerful storytelling. My experience working with large-format graphics and exhibition production at The Taylor Group has also provided practical insight into bringing creative concepts to life in physical environments.

Beyond my creative work, my experience as a Peer Mentor at PAARC has strengthened my communication, collaboration, empathy and adaptability. These qualities influence my human-centred approach to design, helping me understand different audiences, respond thoughtfully to feedback and create work that connects with people.

I am not simply looking for an opportunity to design. I am looking for an opportunity to contribute ideas, challenge conventions, collaborate with talented people and create work that makes a meaningful impact. I would welcome the opportunity to bring my creativity, artistic experience and dedication to your organization.

Thank you for considering my application. I look forward to the opportunity to discuss how my creative background, design capabilities and unique perspective can contribute to your team's success.

Sincerely,

Blake R. Horsley

Blake R. Horsley

Graphic Designer | Visual Artist | Published Author

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I like to clutter *white* space because so much *inspires* me.



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CREATIVE RESUME

CREATIVE EXPERTISE

- BRANDING and VISUAL IDENTITY
- LOGO and BUSINESS CARD Design
- TYPOGRAPHY and COMPOSITION
- CREATIVE ADVERTISING
- DIGITAL ART and ILLUSTRATION
- PRINT and MARKETING DESIGN
- VISUAL Storytelling

Wix Website Design

Adobe Photoshop, Illustrator and InDesign

EDUCATION

BACHELOR OF ARTS
CREATIVE ADVERTISING

Humber Polytechnic | 2009 |

SOCIAL SERVICE WORKER DIPLOMA

Sheridan College | 2023 |
High Honours | GPA 3.91

CONTACT

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CREATIVE PROFILE

• Multidisciplinary **Graphic Designer, Visual Artist** and **Published Author** behind blakereflected.com, specializing in brand identity, logo design, digital artwork, creative advertising, and print and digital media. Combines expertise in typography, colour, composition, and visual storytelling to create bold, impactful designs. As an exhibiting artist and author of **A MAN WITH GLASSES**, brings artistic originality and creative vision to every project, inspires emotion leaves a lasting impression.

DESIGN EXPERIENCE

FREELANCE GRAPHIC DESIGNER, VISUAL ARTIST & WRITER

blakereflected | blakereflected.com | **br** |

January 2012 - Present

- Create logos, business cards, brand identities and commissioned artwork for individuals and businesses.
- Design Wix websites and digital portfolios with clear layouts and expressive visual storytelling.
- Produce print-ready advertisements, posters, flyers, brochures and social media graphics.
- Manage projects from client consultation and concept development through revisions and final production.
- Combine fine art, photography and digital manipulation in original visual compositions.

THE
Taylor
GROUP

EXHIBIT PRODUCTION & GRAPHICS COORDINATOR

THE Taylor GROUP January 2008 - January 2013

- Constructed, assembled, and dismantled custom **trade show** and automotive exhibition booths in a warehouse production environment.
- Prepared exhibit components for shipping and installation, while handling large-format **graphics, printed fabrics, and visual displays**.
- Collaborated with production teams to ensure high-quality craftsmanship, precise graphic placement, and **professional presentation**.
- Collaborated with production teams on **presentation quality, assembly, shipping and project documentation**.



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CREATIVE RESUME CONTINUED

RESUME

EXHIBITIONS & RECOGNITION

RAW Natural Born Artists • | DISCOVERED ON INSTAGRAM |
Selected Exhibitions & Artistic Recognition | **ART SHOWS** |
AWAKENING • SPECTRUM • PANORAMA • PROTOTYPE
RAW ART EXHIBITIONS WERE IN TORONTO

SELECTED VENUES & SHOWS

- Pancakes & Booze Art Show _____ • TORONTO
- Norman Felix Art Gallery _____ • TORONTO
- Milton Centre for the Arts _____ • MILTON
- Xtreme Couture _____ • TORONTO
- System Fitness _____ • TORONTO
- Culture Rising _____ • MILTON

CREATIVE RECOGNITION

- **Paint the City**
Top 7 finalist in a national competition.
- **Artzila**
Artwork available as limited-edition prints.
- **Nuvango**
Artwork featured on creative merchandise.
- **GelaSkins | Featured Artist & Product Design**
Selected artwork featured on Gelaskins' collection of customizable consumer products.

CREATIVE APPROACH

An artist's *imagination*. A designer's precision. A storyteller's perspective.

I bring artistic expression and clear visual communication together to create work that attracts attention, conveys meaning and builds connection.

PROJECTS & PUBLICATIONS

• **AUTHOR | CREATIVE DESIGNER | A MAN WITH GLASSES**
Self-Published Author | 2014 | A book about hope by Blake Horsley
• Authored, designed and self-published an original literary and artistic work exploring mental health, identity, personal growth and the human experience. Combined creative writing, visual storytelling, typography, page layout and artistic direction to produce a compelling publication. Managed the creative process from concept development and manuscript preparation to book design and publication, demonstrating expertise in editorial design, visual communication and creative expression. Wrote and designed every aspect of this publication.
• **blakereflected | br** | © 2012 to 2026
Independent creative brand and portfolio
Developed a creative platform showcasing artwork, graphic design, branding, literature and visual storytelling.
• **CBC CAMPUS** Featured guest on Award Winning Podcast Series sharing lived experience in Episode 4-Going in Circles: A Mental Health Crisis On Campus, contributing to a conversation about mental health.

COMMUNITY EXPERIENCE

PEER MENTOR/PEER SUPPORT WORKER

P.A.A.R.C. - Peel Addiction Assessment & Referral Centre | 2023 - Present |
• Provide client-centred peer support to individuals facing mental health and addiction challenges. Apply lived experience, motivational interviewing, harm reduction and crisis intervention to promote recovery. Facilitate individual sessions, coordinate treatment referrals, connect clients with community resources and deliver mental health presentations.

DESIGN EXPERTISE & CREATIVE SKILLS

- Graphic Design & Visual Communication
- Business Card & Stationery Design
- Marketing & Promotional Materials
- Photo Editing & Image Manipulation
- Brand Identity & Logo Design
- Creative Concept Development
- Visual Storytelling
- Digital Art & Graphic Illustration
- Print & Digital Media Design
- Photography & Image Editing
- Creative Writing & Poetry
- Book Design & Layout
- Adobe Creative Suite
- Layout Design & Visual Hierarchy
- Poster, Flyer & Brochure Design
- Editorial & Publication Design
- Digital Collage & Compositing
- Typography & Lettering
- Large-Format & Exhibition Graphics
- Creative Advertising & Art Direction
- Creative Problem-Solving
- Art Direction
- Colour Theory & Composition
- Original Artwork & Illustration
- Abstract & Conceptual Art/Exhibition Design
- Wix Website Design

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