Liam Deighton

liamdeighton.ca
(204) 930-6184
17deighton@gmail.com

about

Good design is more than aesthetics.

It is a tool for clarity, connection, and impact. Whether crafting a sales deck or rethinking a website layout, my goal is always to communicate with intention.

tools

Adobe Creative Suite

Canva

Figma

Hootsuite

Hubspot

Mailchimp

Google Suite

skills

Information Design

Graphic Design

Brand Design

UI/UX Design

Web Design

Motion Design

Copywriting

relevant experience

Tradable Bits
2023–present
Vancouver, BC

Marketing & Sales Enablement Specialist

Evolved from a student co-op into a full-time role focused on driving brand consistency and enabling sales through high-impact marketing materials. | Manage and execute creative strategy across social media, monthly newsletters, and blog content, ensuring alignment with brand direction and business goals. | Oversee the creation and design of sales enablement assets, including presentation decks, white papers, and one-pagers, to support sales efforts and communicate our value proposition effectively. | Collaborate cross-functionally with product, sales, and leadership teams to ensure cohesive messaging and brand execution across all touch-points.

Various Roles
10+ years

Hospitality, Trades, & Customer Service

Gained hands-on experience across diverse roles including woodworking technician, landscaper, and various positions in the restaurant industry. While not directly related to my current field, these roles shaped my work ethic, adaptability, and appreciation for purpose-driven, people-centered work.

education

Simon Fraser University
Communications Major
Digital Publishing Minor
2019–2023

Emily Carr University
Introductory UX Design
2024
Introductory Motion Design
2024

Concordia University
Creative Writing Major
2016–2017