



## Profile

**Graphic Designer**  
Megawheels Technologies

**WHITNEY SIEMENS**

### Designing a Career

During her first year in the Production Art program at Winnipeg Technical College (WTC), Whitney Siemens knew she was going to be a graphic designer. "I credit my instructors at WTC for helping me develop not only my technical skills, but my passion for design as well," said Siemens.

From the moment she graduated, Whitney was excited about starting a career that she truly enjoyed. "I love the creative field and you can make a great living in graphic design," explains Siemens.

With the help of her strong portfolio developed at WTC, Whitney landed the first job she applied for – Junior Designer at a daily newspaper. Within just four years, Whitney worked her way up to Assistant Creative Director. She is currently the Creative Director for Megawheels Technologies, an internet technology company.

Whitney oversees all branding and design projects for the company. "I design promotional materials, advertising, sales tools, annual reports and maintain the corporate website," said Siemens. If that isn't enough, she also takes on freelance design projects.

Whitney offers some advice to others looking for their 'dream job'. "Skilled trades and technology are fantastic educational choices if you're looking to start your career sooner," advised Siemens. "It's been easy to find jobs, and having the hands-on experience I was ready to join the workforce immediately." •



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**B**everlie Stuart, MSTN chairperson, says that whatever your interest, MSTN has a career for you. "What's exciting about working in Manitoba is the vast selection of career opportunities," said Stuart. "Many companies within the scope of the MSTN members are becoming an Employer of Choice; recognizing that being treated with respect and having interesting work, a feeling of accomplishment, good co-worker communication, work-family balance, and helpful work environment are what today's job seekers are looking for."

"The choice is yours," added Stuart. "With the right training, young people in Manitoba can have a rewarding career and they don't have to leave the province." •

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Information & Communication Technologies  
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Home Builders

# 14

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