



creative director • sr. designer • consultant • writer • instructor

MODEST POTENTIAL

In a field, oversaturated with talent (or sometimes the lack there of), it's easy to become a designer compelled to rebel. I've found the best approach is often times the less rebellious, which surprisingly becomes just as defiant because of it's normality. Every idea is important, every plan feasible, the challenge is in the message. Will the market absorb it? Is the information being relayed?

With more than 15 years under my belt as a graduate of The Academy of Design's first ever Graphic Design Diploma Programme ('92)*, my experience speaks volumes. My approach has always been to convey with conviction, design with a purpose, and to satisfy the need. It's simple. Design doesn't have to argue it's point though it's typical to be fascinated by the proverbial car wreck. Why not address the issue with a quiet, confident, solution. Attraction without confusion. STAND OUT : QUIETLY

PROFESSIONAL DEVELOPMENT

06> SELF EMPLOYED • FREELANCE : CONTRACT DESIGNER : MARKETER : WRITER

Now For the past few years I've worked in various capacities as a freelance designer, writer and marketing director, production artist and graphic designer. Using the strengths I've acquired in a career that included everything from entry level grunt work to management of agency ready design departments I completed and conceptualized identity and logo work, print and website designs, marketing strategies and "plans of attack" scenarios for a variety of clients including the product marketing division of Canon Canada.

05> BOARDWALK MEDIA & INSIGHT SPORTS • SENIOR DESIGNER : PRINT SPECIALIST

06 Completed a one year contract as the lead print designer in an art department shared by two sister companies. Boardwalk Media which encompassed various gaming entities including a string of bingo halls and promotional avenues for the OLG. And Insight Sports, an up and coming television network that housed 3 new digital TV channels (CGTV, GOL TV, WFN).

Hired to assist with the transition from a small specified department, my role was to help bring all print pieces up to the standard of the growing networks while helping to build the identities of all three channels which were not yet on the air. My responsibilities included, the management and direction of all print production. Corporate logo and styleguide development, tradeshow signage, direct mail, and all promotional branding.

04> MARKETREND INTERACTIVE • SENIOR DESIGNER

05 Another one year contract, I was added to a team of designers that created various direct mail campaigns for the automotive industry with all print production done on two newly acquired Indigo printers.

My responsibilities included, the management and direction of multiple print projects, working within the existing brand identities of the companies involved. Projects included, logo development, stationery and business forms, direct mail, brochures and promotional branding.

02> REACTION GRAPHICS • DESIGN DEPARTMENT PRODUCTION COORDINATOR

04 Hired to work with the Creative Director to initiate a production program that tracks and organizes all design projects helping to reduce the amount of responsibilities being performed manually.

To achieve this I designed a Filemaker module to coordinate design production and follow "dockets" from the quotation and spec stage, right through to delivery. Since my abilities were that of a traditional designer I helped with the overflow of design projects including; photo retouching, logo development, poster, signage and display design, brochure design and corporate identity creation.

00> E•MAGELINK • SENIOR DESIGNER : MANAGING PARTNER

02 Helped start and establish a respectable large format printing company with a focus on custom solutions. As the lone designer/manager I was responsible for all design, and production work. I learned to run a successful design/print studio working with customers to answer their design and print questions through custom creative solutions.

95> METEOR SIGN WORKS • GRAPHIC DESIGNER : SIGNAGE & LARGE FORMAT PRINT

00 Worked my way up from designer to managing lead for a small 3 person department.

My responsibilities included, the management and direction of multiple design projects and the importance of creating realistic solutions that allow for an easy transition to production. When working with industrial materials, sometimes the finished product doesn't reflect what you've designed on paper. Projects included, logo development, signage, designing store fronts and tradeshow displays, direct mail, brochures and promotional branding.

* > 92 EDUCATIONAL DEVELOPMENT • THE INTERNATIONAL ACADEMY OF DESIGN : GRAPHIC DESIGN PROGRAMME

Skill SET>

10/10
CS3 : CS4
Photoshop
Illustrator
InDesign
MS Office
Mac/PC

8/10
Flash AS3
Filemaker
Wordpress

7/10
Dreamweaver
HTML
CSS
PHP