

Objective & Profile

Currently seeking a position as Designer or Art Director in a dynamic marketing, advertising, or communications studio. A thinking and idea-driven BFA designer with a unique blend of print, web and environmental design training and experience. Possesses a wide array of strategic problem-solving skills and technical aptitudes with a creative eye for the dramatic in addition to a well-developed capacity to handle multiple projects and deadlines with excellent interpersonal and communication skills.

Experience

November 2005 – *Senior Designer*

Present Quadrant Marketing Ltd., Toronto, ON

- Acted in both an art-direction and senior production artist capacity in execution of marketing and advertising concepts, and the production of collateral materials, including brochures, sales sheets, ads, point-of-purchase displays, in-store display material, direct mail, packaging, and web materials in a busy marketing agency
- Managed multiple creative and production projects from initiation to completion within set time-frames and budgets, overseeing assigned creative resources and staff where necessary
- Primary clients included Procter & Gamble, Dare Foods, Kraft, Heinz, Wrigley Canada, Ferrero Canada, and McCain

December 2004 – *Principal Creative, Proprietor*

Present takedanger.design, Pickering, ON

- Maintained a part-time sole-proprietorship design consultancy with a variety of personal and small business clients from a diverse range of industries
- Developed, designed and produced a variety of graphic and promotional materials, including brochures, advertisements, logos, brand identities, websites, invitations, posters, CD covers, and other materials
- Clients included Tafelmusik, Solaris Massage Therapy, The Dial Corporation, Toronto Ultimate Club, Lawrence Park Community Church, Mimosa Cafe, Wireless Nomad, Terra Nova Attractions, and other personal clients

June 2004 – August 2005

Graphic Designer

Magnesium Advertising & Design, Toronto, ON

- Designed, art-directed and co-ordinated the production of a variety of printed material, including advertising, magazines, packaging, corporate publications, collateral material, stationary, and educational materials in a small-sized communications and design agency
- Developed, designed, constructed and maintained agency and client websites including the coding of all required HTML, CSS, PHP and Javascript
- Clients included The Schulich Executive Education Centre, Health Care Health & Safety Association, Save a Child's Heart Foundation Canada, Panorama Software, Keating Channel Pub & Grill, Registered Nurses of Ontario, ratiopharm, Toronto Ultimate Club, Toronto Waterfront Magazine, and Nygård Home

April 2002/03 – August 2002/03

Junior Designer

The International Source for Ergonomics, Toronto, ON

- Created and assisted in the design and co-ordination of printed material, including product catalogues, brochures, sales sheets, custom literature, and order forms for an international office furniture company
- Performed logistic duties in support of marketing studio, including artwork preparation for pre-press, research, project tracking, obtaining project quotes, as well as routine clerical duties

Skills

- Excellent Mac and PC software and hardware skills, including: Adobe Photoshop, Illustrator, Indesign, and QuarkXpress
- Very good knowledge of pre-press procedures and requirements
- Knowledgeable with web-design languages, standards and software including Dreamweaver, HTML, CSS, and Flash
- Very capable with efficiently managing multiple projects and deadlines within tight timelines and budgets
- Good with teams in both participant and leadership roles

Education

Web Site Design and Development

2007 – Present: Ryerson University, Toronto, ON

Diploma: Graphic Design

2001 – 2004: George Brown College, Toronto, ON

Bachelor of Fine Arts, Honours

Specialization: Theatrical Design & Production

1996 – 2000: York University, Toronto, ON