

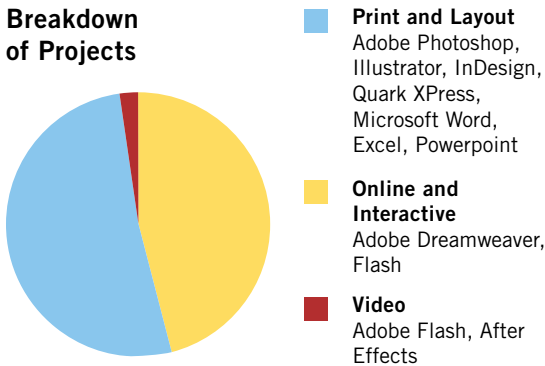
# Profile

Throughout the past nine years, I have been involved in many aspects of the design and creative process including art direction, POS, direct mail, online promotion, interactive and print production. I have worked with many brands including Fisher Price, Butterball, The City of Toronto, Intel Canada, Orange Julius, and KRAFT Canada.

# Skills/Software

Art Direction  
 Client Meeting, Pitch and Presentation  
 Interactive Design  
 Display, Promotional and Editorial Layout  
 Package and POS Design  
 Digital Illustration  
 Flash Animation  
 Production

## Breakdown of Projects

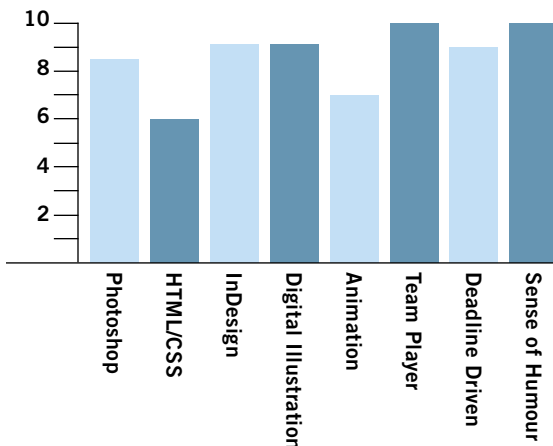


# Education

**2002**  
**George Brown College** Toronto, Ontario  
 Diploma in Graphic Design

**1998**  
**Carleton University** Ottawa, Ontario  
 B.A. in English Literature

# Points of Interest



# Experience

## FREELANCE CLIENTELE

- |                           |  |
|---------------------------|--|
| The City of Toronto       | The County of Simcoe                     |
| Intel Canada              | Xplornet Internet Services               |
| Fisher Price              | The Ontario College of Family Physicians |
| The Globe and Mail        | Janes Walk                               |
| The National Post         | The Royal Conservatory of Music          |
| The Canadian Walk of Fame | Travel Only                              |
| Butterball                | Wavelength Music Series                  |

Projects have ranged from art direction, design and layout for print, branding, illustration and print production to flash animation, online banner development, front end website design, and video editing.

## STUDIO

**2005 - 2007, 2011**

**Canadian Immigrant, The Grid/Eye Weekly/Torstar** Toronto, Ontario

Torstar is a publisher of newspapers and magazines throughout Toronto and the GTA. Publications included *The Grid/Eye Weekly*, *Real Estate News*, *Sway Magazine* and *Canadian Immigrant*.

### Production Coordinator, Marketing Designer, Editorial Designer

- Designed sell sheets, rate cards, web banners, video presentations and in-mag promotional materials (Canadian Immigrant/Sway/The Grid/Eye Weekly/ Real Estate News / Suhaag Magazine)
- Oversaw preflight operations, pagination and production coordination (Eye Weekly)
- Editorial and layout design (Canadian Immigrant Magazine, 2011)

**2009 - 2010**

**RD Media** Toronto, Ontario

- RD Media produces several magazines on a global level, including *Reader's Digest*, *Best Health* and *Our Canada*.

### Production/Graphic Artist

- Designed sell sheets, rate cards, sale proposals and presentation, in-mag promotional materials
- Prepared ads for newspaper and glossy print including colour correction and proportion adjustment
- Expanded role to create animated online banners, and 10 second video spots seen on CMT and CBC television

**2007 - 2009**

**MacLaren Momentum** Toronto, Ontario

MacLaren Momentum is a division of MacLaren McCann which specializes in promotion, sponsorship and events. Clients included KRAFT Canada, General Motors, Intel Canada, XBOX, Orange Julius, The Ministry of Health and the Ontario Lotto and Gaming Corporation. Various campaigns were national, supporting both English and French.

CAPMA 2009 Promo Awards

XBOX Parental Street Cred Campaign: Best Interactive Media (*Gold*)

Best Multi-discipline campaign (*Bronze*)

KRAFT Hockeyville: Most Effective Long Term Promotion Marketing Campaign (*Gold*)

Best Activity Generating Brand Volume: (*Silver*)

### Art Director

- Development of promotional campaigns and events from ideation to completion through individual and team collaboration
- Art directed, designed and produced print creative including brand identity, POS and package design. Expanded role to produce animated online banners, microsites, and new media to explore new marketing strategies
- Client presentation and communication, preparing pitches and selling strategies