

CREATIVE & MANAGEMENT SKILLS

WHAT I BRING TO THE TABLE...

- 12+ years experience as a creative in a studio environment
- Strong creative direction leadership and project management
- The ability to conceptualize and produce print and web design
- Experience in leading and managing creative teams
- Oversee and lead projects and production process
- Provide strategic and conceptual leadership
- Thrive on collaboration with creatives, clients and management team
- Project delivery on-time, within budget and on brief
- Proven record of driving business forward for diverse industries
- Solid portfolio with a wide range of clients including Top Tier Brands
- Strategic thinker with a unique perspective
- Advanced technical knowledge, multi-disciplined across mediums
- Able to conceptualize & produce high quality print/digital properties
- Extensive experience with print design and press production
- Strong command of English, French and Spanish languages
- Passionate about ideas, typography and sophisticated design
- Passionate about user experiences that drive action
- Deep knowledge of digital landscape, social/emerging media
- Strong understanding of web standards, strategies and SEO
- Expert in Adobe CS and Microsoft Office on both Mac and PC

SOFTWARE AND PLATFORM CAPABILITIES:



RBW / FLY AGENCY

Designer / Production Artist June. 2007 - Feb. 2008

Responsibilities included the design and production of print ads, web banners, email blasts, direct mail and packaging primarily for land developers and contractors. I also collaborated with the creative team to design and produce a variety of promotional materials across a variety of mediums.

Learnography

Sr. Designer - E-Learning Freelance Feb. 2017 - Jun, 2017

As a Freelance Sr. Graphic Designer for Learnography, I assisted in the creation of E-Learning Modules for a Major Financial Institution. Ensuring the design team produced to the best possible quality and adheres to the strict branding guideline of it's client.

TACTIBRAND

Creative Lead Mar. 2013 - Jan, 2017

"He has taken TactiBrand's print & digital marketing capabilities to a new level, developing incredibly professional and robust collateral on the latest and most compelling mediums." -TactiBrand

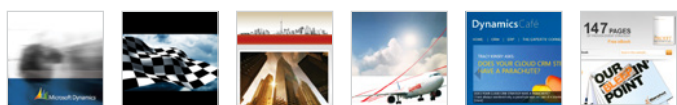
Here I got my hands on just about everything. Working with a small yet efficient team, I was instrumental in the development of concepts and design for a wide variety of projects including: Branding, Print/Web Campaigns, Social Media and Website Dev. Magazine Design, eMarketing and Trade show Booth Design.



STARSHOT

Art Director & Web Developer May. 2008 - Jan. 2012

As Art Director I managed and provided creative direction for a team of copywriters, designers, developers, accountant managers and vendors. I developed/produced many digital properties and print campaigns, and supervised creative execution. Researched, evaluated and recommended digital strategies for major accounts including Microsoft, Sonepar, Dell, and Telus. I played a key role in developing/executing a digital business model that earned \$250k in its first year. Managed print budgets, job pricing, staffing and resourcing. Successfully contributed to winning the Microsoft Canada and the Microsoft U.S accounts.



BUZZ INTERACTIVE

Multi-Media Designer Sept. 2006 - Feb. 2007

Collaborating with the creative team I utilized my multi-disciplinary skills to plan, design and execute web ads and digital signage advertising for TD Bank. I played a key role in the creation of logos for its different sectors and redeveloped TD print collateral templates. I also developed presentations for many senior TD executives.



PROCTER & GAMBLE INC

Customer Care Representative May. 2004 - Sept. 2005

Why include this in a creative resume you may ask? Because at P&G I refined and developed what may be the most valuable of all skill sets, people management skills. Here I provided service for an onslaught of products in English, French and Spanish languages. I provided valuable insight that translated into specific programs, product development and marketing campaigns.

EDUCATION

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International Academy of Design
Advertising & Design Program 2001 - 2003

In the Advertising & Design Program I developed my skills in art direction, copy writing, graphic design, marketing, business communication, presentation skills and all that good stuff.

AQUENT - CREATIVE TALENT AGENCY

Art Director & Designer Feb. 2007 - June. 2007

Responsible for conceptualization, design and production of print and digital materials for Aquent clients. I was required to integrate myself into an existing team of designers and participate in a joined effort to produce effective advertising and marketing communication, provide guidance and direction to junior staff and external resources.



TORONTO ELITE

Art Director Sept. 2005 - Sept. 2006

Working closely with the Editor, I created the look and feel of Toronto Elite, a luxury lifestyle magazine. I designed and produced the publication's first two issues. I successfully managed and coordinated the creation and execution from concept through to completion. Working alongside clients to create a vision, conceive designs and consistently meet deadlines. I created advertisements, developed logos, managed corporate accounts and prepare files for press production.



FREELANCE CREATIVE

Art Director + Graphic Design Jan. 2003 - Present

Working with a variety of industries, I freelanced as a graphic designer and web developer to help start up companies and support growing corporations to compete in their respective markets. I also worked with marketing companies help fulfill design studio production requirements.

