

Qualifications

- 20 years practical experience as a graphic / visual designer
- Adept at achieving innovative visual design language solutions across multiple contexts & digital platforms
- Thorough comprehension & hands-on experience with pre-press & production methods
- Proven ability to establish & uphold branding guidelines, principles & practices
- Effective partnering with independent, small & corporate businesses
- Exceptional attention to detail
- Agile thinker with strong ability to multi-task, set priorities & follow through with commitments
- Self-guided individual who is adaptable & works well within a collaborative team environment
- Proficient in Adobe CS5, Illustrator, Photoshop, InDesign, Microsoft Office for Mac - competent with PC

Accomplishments

DESIGN

- Developed, refined & maintained visual communications for North America's leader in wireless video technology
- Produced visual language assets for print / digital products & services
- Created tech industry trade booths including banner graphics & re-designed Point of Purchase product displays
- Designed evocative logo identities & stationary for various markets
- Managed layout, design & execution of both direct mail & e-Catalogues
- Instrumental in creating the overall beauty for a line of boutique body care products, developing logos & packaging
- Provided creative & art direction for the cultural arts, technology & retail sectors

TECHNICAL ILLUSTRATION

- Oversee all technical drawings for North America's leader in wireless video technology
- Developed technical standards by implementing paraline drawing system used in instructional manuals detailing wireless video products
- Collaborated with management & suppliers to provide overseas manufacturing with comprehensive mechanical drawings
- Translated research data and insights into compelling infographics

COSTUME & SCULPTURE

- Multi award winning costume designer - featured artist, with media coverage in print and online
- Solo & group exhibitions in sculpture – 2005 to 2011

Experience

VIDECOMM TECHNOLOGIES (Burlington, ON) - Freelance Graphic / Visual Designer (1999 - Present)

- Design static graphics for company website ie, roll-over & call to action buttons, logos & link icons
- Produce sliding banner ads for website home page
- Create, revise & add cutsheets to ongoing product inventory
- Execute technical application usage drawings for print and digital consumption
- Manage layout & design of print and e-Catalogues
- Produce advertisements for trade publications both print & digital
- Clip & colour correct raw product images used throughout all company applications
- Illustrate schematic & assembly drawings to accompany operation manuals
- Responsible for extensive client file management

HOGTOWN MASCOTS (400 Vaughn Rd, Toronto ON) - Carver / Builder (October 2015 - February 2016 - Contract)

BAM MASCOTS (3214 Wharton Way, Mississauga, ON) - Carver / Builder (January 2013 - October 2014)

- Interpreted and translated 2 dimensional illustrations into 3 dimensional characters using various types of foam
- Efficiently managed demanding production schedule
- Collaborated with all production teams to effectively execute character design
- Built props and accessories according to drawing specifications

FREELANCE GRAPHIC DESIGN (Various Locations & Remotely) (1999 - 2000)

Glider Gloves, Quiller & Blake Advertising, OCAD, Where Toronto, Medicus, CFD Design, GTA Today, Transcontinental Publishing

HENRY SCHEIN ARCONA - Marketing Department (1997 - 1999)

- Designed & developed monthly sales flyer
- Managed layout of direct mail annual catalogues

Education

- Diploma, Communication & Design – Advertising, OCAD, (1995)

Interests

- Costume / prop building, mixed media sculpture, percussion & Star Wars