

RANDY GIBSON

BRAND DESIGN & CREATIVE DIRECTION

GIBSON.RANDY@GMAIL.COM

VANCOUVER, CANADA

ABOUT

FOR THE LAST DECADE I HAVE MAINTAINED VARIOUS ROLES BOTH PROFESSIONALLY AND IN MY OWN PRACTICE. I BRING MY EXTENSIVE EXPERIENCE FROM PUBLISHING, AGENCY, FREELANCE STUDIO, AND IN-HOUSE MARKETING TEAMS TO EVERY PROJECT I'M A PART OF.

MY AMBITION TO CREATE IS EXCEEDED ONLY BY MY ABILITY TO COLLABORATE EFFECTIVELY, MANAGE RESOURCES, AND APPLY A SCRUTINOUS EYE FOR DETAIL TO MY WORK.

AN ARTIST BY TRADE, I UNDERSTAND THE VALUE OF FINE WORK, AS IT HAS ALLOWED ME TO FORM A SUCCESSFUL CAREER PATH OF WHICH I AM PROUD, AND HAS BEEN RECOGNIZED IN THE FORM OF AWARDS AND NOMINATIONS PROVINCIALY, NATIONALLY AND INTERNATIONALLY. MY CLIENT AND CONTRACT RETENTION ABILITIES ARE BASED ON A DESIRE TO SERVE EVERY ASPECT OF MY WORK WITH NOTHING LESS THAN EXCEPTIONAL CREATIVITY AND PROFESSIONALISM.

SELECTION OF PAST & PRESENT CLIENTS

THE WALRUS · NATIONAL POST · AVENUE MAGAZINE · SWERVE MAGAZINE · ARTS & CRAFTS RECORDS
SQUEEZE CREATIVE · EL JIMADOR · RED POINT MEDIA · MERCEDES CANADA · 52 NORTH · WESTERN
INVESTMENT CO. OF CANADA · ALBERTA HEALTH SERVICES · CALGARY ECONOMIC DEVELOPMENT · BACKBONE
MAGAZINE · RED BULL · CALGARY HERALD · JUNCTIONYVR · GOOD AGENCY · GREEK DAY · DAYTON BOOTS
GEORGIE MAGAZINE · CANADIAN ART MAGAZINE · THE CONCORDE GROUP · BARE SPORTS · STAHL SAC DIVE
LUGGAGE · LIQUIVISION · THERMAE · HUI SH OUTDOORS · MIO GLOBAL · GETTY · RBC · Y&R · DONELLY
GROUP · BAILEY NELSON · THE HIVE · THE CITY OF LOUGHEED · EASTER SEALS

PROFESSIONAL SKILLS

CREATIVE DIRECTION & DESIGN FOR PRINT AND DIGITAL
PHOTOGRAPHY, ILLUSTRATION & EDITING
PRODUCTION MANAGEMENT FOR PRODUCT DESIGN, PHOTOSHOOT, VIDEO PRODUCTION, EXHIBIT
BUDGET MANAGEMENT, FEE NEGOTIATION, LICENSING
ARTIST RELATIONS & ROSTERING
INSTRUCTOR LEVEL PHOTOSHOP, INDESIGN, ILLUSTRATOR
DIGITAL PRODUCT & RIGHTS MANAGEMENT
STUDIO MANAGEMENT
CREATIVE COPYWRITING

TECHNICAL SKILLS

COMPUTER: PHOTOSHOP, INDESIGN, ILLUSTRATOR, AFTER EFFECTS, FINAL CUT, SKETCH, ZEPLIN, BALSAMIQ
PEN & PAPER: CONCEPTUAL SKETCHING FOR EDITORIAL, ADS, ILLUSTRATION, WEB & APP
PHOTO & VIDEO: SECONDARY & NATURAL LIGHT, STUDIO, LOCATION, PORTRAIT, PRODUCT, VIDEO & VIDEO EDITING
DIGITAL: WIREFRAME, DETAILED MOCKUP, HTML, CSS, JAVASCRIPT, RESPONSIVE, E-COMM, UNBOUNCE, SQUARESPACE, WORDPRESS,
SHOPIFY, ADROLL, FACEBOOK BUSINESS MANAGER

EXPERIENCE

MONITOR

VANCOUVER & CALGARY, CANADA

2014 - PRESENT

- ART DIRECTION & GRAPHIC DESIGN FOR DIGITAL & PRINT
- DIGITAL & PHYSICAL PRODUCT DESIGN
- E-COMMERCE UX & UI DESIGN
- LANDING PAGE DESIGN AND DEPLOYMENT
- EMAIL & PROPOSAL DESIGN
- PACKAGING DESIGN
- ADOBE CREATIVE SUITE

JUNCTION YVR

VANCOUVER, CANADA

2015 - PRESENT

- ART DIRECTION & GRAPHIC DESIGN FOR DIGITAL & PRINT
- SOCIAL MEDIA CAMPAIGNS & CONTENT CREATION
- LANDING PAGE DESIGN AND DEPLOYMENT
- EMAIL & PROPOSAL DESIGN
- TRADE SHOW & RECRUITMENT CAMPAIGNS
- ADOBE CREATIVE SUITE

LATITUDE

VANCOUVER, CANADA

2013 - 2014

- ART DIRECTION & GRAPHIC DESIGN FOR DIGITAL & PRINT
- BOUTIQUE BRANDING SERVICES
- RESEARCH, CONCEPTUAL, BRAND STANDARDS GUIDE DEVELOPMENT
- ADOBE CREATIVE SUITE

ACADEMY OF DESIGN

COLOMBO, SRI LANKA

2011/12 SEMESTERS

- INSTRUCTING POST-SECONDARY STUDENTS
- INDESIGN, PHOTOSHOP, ILLUSTRATOR, LIGHTROOM, AFTER EFFECTS
- LESSON PLANS, ASSIGNMENTS, ONE-ON-ONE, EVALUATION
- LAYOUT COMPOSITION, TYPOGRAPHY, COLOUR THEORY
- PROFESSIONAL PRACTICES
- SKETCHING

POSTMEDIA NETWORK INC.

CALGARY, CANADA

2007 - 2011

- ART DIRECTION & LAYOUT ARTIST
- PHOTOGRAPHY & ILLUSTRATION DIRECTION/ CONCEPT FOR EDITORIAL
- ADVERTORIAL CROSS-CONTENT DEVELOPMENT FOR DIGITAL & PRINT
- PRODUCTION MANAGEMENT FOR PHOTO & VIDEO SHOTS
- BUDGET MANAGEMENT
- ADOBE CREATIVE SUITE, FINAL CUT

FREELANCE ART DIRECTION & DESIGN

CANADA & ABROAD

2003 - PRESENT

VOLUNTEER

VANCOUVER CONTEMPORARY ART GALLERY
VANCOUVER, CANADA

- GALLERY SITTING & GREETING
- SETUP FOR ARTIST TALKS
- EXHIBITION INSTALLATION ASSISTANCE
- ARTIST ASSISTANCE
- LIBRARY MANAGEMENT

NEW DIMENSION STUDIO & GALLERY
VANCOUVER, CANADA

- OWNER
- STUDIO MANAGEMENT
- ACCOUNTING
- BUILDOUT

SUPPLEMENTAL INSTRUCTING

BRAINSTATION
VANCOUVER, CANADA

- UI DESIGN
- ADOBE INDESIGN
- FULL DAY WORKSHOPS
- EVENING CLASSES & WORKSHOP
- LUNCH & LEARN SEMINARS

ONLINE PORTFOLIO

→ RANDYGIBSON.CA

