

## A short introduction...

Working in the industry for a number of years as a designer/art director I have had the opportunity to build my skill set not only with variety of dynamic portfolio work but with a diverse range of clients. Most recently working with some new clients as a freelance designer I have further strengthened my skill set. Some of my clients include Bullfrog Power, Karen's & Tina's Flowers, L&T Infotech, Spyderworks Design, Willow Dental, Mike Bullard - Radio Host, Automated Benefits Corp., Rebecca Hall Photography, 2Sweeties Cake Pop Company, Southern Charm Edible Desserts, Dufferin Mompreneurs, YPOM - Make-up Artist.

Please visit [www.pinkchaircreative.com](http://www.pinkchaircreative.com) to view some of my most recent work.

## Recent web site design...

[www.byinvitationonlydesigns.com](http://www.byinvitationonlydesigns.com)  
[www.mikebullard.ca](http://www.mikebullard.ca)  
[www.intuitious.com](http://www.intuitious.com)  
[www.lovethatwhitesmile.com](http://www.lovethatwhitesmile.com)

[www.lovemysmileprofessional.com](http://www.lovemysmileprofessional.com)  
[www.insuranceinstitute.ca](http://www.insuranceinstitute.ca)  
[www.cipsociety.insuranceinstitute.ca](http://www.cipsociety.insuranceinstitute.ca)  
[www.yourplaceormine-home.com](http://www.yourplaceormine-home.com)

## Work experience...

### **Art Director/Senior Designer** Spyderworks

Mississauga, Ontario - **August '05 - November 2010 - Freelance - November 2010 - Present**

Full service design studio, responsible for design, production and release of all materials including but not limited to web sites, logos, brochures, powerpoint presentations and packaging. Some clients included Longo's, Brandt Meats, Insurance Institute of Canada, Shape Up Systems, Ulta.

Client interaction, new designs, design solutions, edits, vendor interaction, press approvals, photoshoots  
Supervision, freelance designers, copywriters

### **Senior Art Director (Lead)** NC&P Advertising

Irving, Texas - **August '02 - August '04**

Concept, design and production of Direct Mail Pieces including postcards, letter kits, brochures for American Airlines, Citi Group, Centex Homes, Baron & Budd, Comerica Bank, i Fratelli's Pizza

Client interaction, new designs, design solutions, edits, vendor interaction, press approvals, photoshoots  
Supervision, freelance designers, copywriters

### **Art Director** Rapp Collins Worldwide

Irving, Texas - **August '99 - August '02**

Concept, design, Dell Home Systems catalog, direct mail postcards, letter kits, brochures for Dell, eCustomers, Network Associates

Client interaction, design concepts, edits, focus groups

Responsible for monthly photoshoots, inventory, art directing shoot, color approval

Supervision, production artists, new employees

## Work experience continued...

### **Art Director/Designer** Clear Channel Communications Arlington, Texas - **June '98 - August '99**

Concept, design, out-of-home advertising pieces, billboards, bus wraps, bus and subway shelters, marketing materials and direct mail

Worked closely with Marketing Director and Sales Director improving process, increasing sales

Improving hand painted process, billboards, introducing new technologies and training staff

Supervising staff members to ensure daily schedules were met, production budgets

Coordinating deliverables and improvements with vendors

### **Intermediate Designer** The St. Clair Group Toronto, Ontario - **March '96 - May '98**

Publication concept, design of The Toronto Raptors, The Vancouver Grizzlies, Ontario Hockey, weekly publications such as The Toronto Theatre circuit, Symphony, Ballet publications

Responsible for receiving all film, shot selections

Co-ordination with vendors

### **Designer** The Cohen Group/The Publishing House Toronto, Ontario - **June '95 - March '96**

Part of a team of designers responsible for the design, concept of direct mail, company branding, marketing collateral, print advertising, newspaper inserts, computer illustration

Lead designer for Computer Reseller News - The Publishing House, bi-monthly 42 page tech magazine, receiving all photography, bi-weekly production, supervision of all freelance designers, writers

Client interaction, presentations, process improvement

### **Jr. Designer Ove Design**

Toronto, Ontario - Internship - **January '95 - June '95**

Concept, design, annual reports, brochures, print advertising, package design, posters, computer illustration

## Computer skills...

Adobe Suite

Microsoft Excel, Powerpoint, Word

Some knowledge of HTML

## Education...

Durham College

3 year graphic design diploma - Graduated 1995

*References available upon request*