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## Objective

To work as a graphic designer/production artist in a design studio or advertising agency where I can play an active role with a creative team, not only pursuing my strengths but be challenged with new projects and mediums.

## Relevant Skills

- Years of experience in print taking a large variety of jobs from concept to final production
- Very proficient with InDesign, Photoshop, Illustrator and Acrobat (CS5), also including the usual Microsoft Office software, plus Keynote and several years working with QuarkXpress.
- Built and maintain numerous websites using Dreamweaver, with a knowledge of html, css and Flash.

## Experience

### Freelancing

Oct '10 - present

**Position:** Graphic designer/production

**Duties:** I freelance primarily on-site working on either larger projects such as annual reports or give creative/production support during busy periods in a studio or agency. This has included everything from design, final file preparation, typesetting, rolling out creative to several formats - print, web, POS, tradeshow booths, billboards, 3D mockups, excellent photoshop skills, etc.  
I'm also completely set up with the latest equipment and software to take on any jobs at home.

**Clients:** LiQuid Inc - CIBC Annual Report  
Venture Communications - LBCO, Sporting Life, ENMAX, Toyota, Cenovus  
Focused Creative Communications - York Children's Aid Society Annual Report

### Direct Antidote

Jan '08 - Oct '10

**Position:** Senior graphic designer

**Duties:** Give creative and production support to the art directors in a full service agency, specializing in brand loyalty, both print and web. Also managing large scale campaigns in the Print Studio involving 200+ pieces - from initial layout to final print. Working with the Web Studio in design of e-newsletters, banner ads microsities, Flash ads.

**Clients:** AIR MILES, AMEX, BMO, Marlin Travel, RONA, Sobeys, Pharmasave, Peachtree

### Creative Group

Sept '05 - Jan '08

**Position:** Freelance graphic designer/production

**Clients:** Through the Creative Group I have freelanced at a number of ad agencies and design firms for periods of a couple of days to four months. Some of these companies are Leo Burnett, Interbrand, The Brainstorm Group, Draft FCB, HellinMarketing Group, Taylor/Sprules, Energy Creative, Bimm Communications, McLellan Group and motum B2B.

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**Hayes and Company**

Oct '04 - May '05

**Position:** Graphic designer**Duties:** I worked with the designer David Hayes in a small boutique design studio as a graphic designer both for print and web.**Clients:** Wellington Brewery, Teknion Furniture Inc., Optic Eyewear, Liberty Village BIA, Swan Restaurant, Oysterboy, Progressive Arts, Roofworks.**ZSA Legal Recruitment**

May '03 - Oct '04

**Position:** Creative director**Duties:** Being an in-house position I was in charge of all creative, production management, media buying and supervision of a junior designer. This included ads in newspapers and magazines both nationally and internationally, trade booths, promotional material and internal documents.**Four Corners Communications**

June '98 - ongoing

**Position:** Graphic designer/sole proprietor**Duties:** With the majority of clients I work from initial concept/design and budgeting through to production and printing. This includes all ranges of print media such as brochures, catalogues, newsletters, posters, theatre programs, direct mail, POP, newspaper and magazine ads, etc. I also offer website design.**Clients:** Eagle Eye Entertainment, Molson Canada, Media Profile, Canada's Wonderland, Toronto Finnish Credit Union, PhysioTools Inc., Finnish Embassy (Ottawa), Suomi Koti Seniors and Nursing Home, Kemi Trading Inc., Factory Theatre, Rebecca Gallery Ltd., Patina Metalwear, C.R. Designs, Aspasia Books Inc.**Rossignol & Associates**

Oct '94 – June '98

**Position:** Intermediate Designer**Duties:** My duties ranged from design and concept work to the final stages of production and management of printing. The jobs covered a wide range of design projects such as brochures, catalogues, annual reports, quarterly magazine (In the Hills), posters, logos, stationary, theatre programs and subscription brochures, flyers, direct mail, POS, newspaper and magazine ads, transit ads, billboards, etc.**Clients:** Canadian Stage Company, Laurentian Mutual Funds, Mirvish Productions, Schulich School of Business at York University, Royal Conservatory of Music, Alliance/Atlantis.**The Image Group**

March '92 - Oct '94

**Position:** Graphic Designer**Duties:** Responsibilities included concept and designs, client liaison and presentations, design and production of print media at all stages. Marketing and design projects included a wide range; from annual reports, brochures, flyers and newsletters to teaching guides and multimedia presentations.**Clients:** Canon, Unitel, Heart and Stroke Foundation, CCA (Canadian Chartered Accountants), Peel Region Board, BodyShop, Livingston/Nexus, the Royal Bank.

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## Education

**Ontario College of Art** Sept.'90 - April '93  
AOCA - graduated with honours  
- 4yr. degree in Communication and Design  
- specialist program in Graphic/Editorial Design

**University of Toronto** Sept.'98 - April '03  
Honour B.A. - with high standing  
- Specialist: German Studies and a Minor: Finnish Studies

I've also taken several courses at *George Brown, Centennial College,* 2005-2011  
*DPA Communications* and *OCAD* in Advanced Photoshop, Dreamweaver,  
HTML, CSS and Flash. I've also had training on ePublishing, Rich Media and  
Interactive PDFs.

## Awards

- LoyaltyOne's President's Circle Award for Achievement 2010  
~ LCBO RFP Response (main production co-ordinator and designer)
- CMA Awards  
– Gold Award in the Direct 1:1 Consumer Products category  
(AIR MILES Collector Update 2010) (main production co-ordinator and designer)

## Miscellaneous

My interests are quite eclectic and believe in trying everything at least once - well, maybe not everything, but for the interests that got multiple repeats throughout my lifetime, they include travelling, film festivals, horseback riding, canoeing, camping, photography, a little guitar playing, including two years of weekly "jamming" that could be described more accurately as fun "noise-making", and checking out up-and-coming new bands (who unlike my "band" really do get it together), which has for the last four years included a trip to the music festival at SXSW in Austin, Texas.

I have also traveled extensively throughout Europe and have also visited South Africa, Botswana, Iceland, Brasil and done long road trips across Canada and the U.S. As a teenager I attended school in both Sydney, Australia and in southern India. I also spent a year living in Berlin from September 2001.

## References

Upon request