

## Career Objective

To obtain a position as a digital art director in a strong, forward-thinking, progressive environment, where I can fully utilize my 10 years of knowledge, creativity and experience, and contribute to the growth of the company.

## Summary of Qualifications

For over five years I have held the position of Art Director, with ten years total experience in web and graphic design. With extensive experience dealing with Fortune 500 clients, I possess a strong knack for the interpretation of clients' vision and needs. I possess the ability to lead creative, functional, intuitive and engaging design solutions for a variety of industries, including home decor, financial, retail, pharmaceutical and real estate from start to finish. I can meet tight deadlines and stay within project scope, while maintaining a high level of quality and creativity.

## Skills

- Ability to work in both Windows and Macintosh environments
- Proficient in the most recent versions of the industry standard design applications
- HTML, JavaScript, Actionscript, XML
- Graphic Design for print and web
- Digital Video/Audio production, Flash implementation
- Building, maintaining and managing collaborative relationships with clients and in-house and remote staff
- Brainstorming and pitching creative concepts
- User Flow/Wireframe development

## Education

Humber College, Toronto [2001]  
Interactive Multimedia Post-Graduate Program

York University, Toronto [2000]  
B.A. Degree in Sociology

## Awards and Honours

PROMO! Awards -Bronze [2011]  
Best activity generating brand awareness -  
Toblerone Triangle Trip  
Role: Digital Art Director

PROMO! Awards Judge [2011]  
Judge for the 2011 PROMO! Awards

Featured in Google DoubleClick Newsletter [2011]  
Rich media banner featured as a Leading Example in  
Google DoubleClick's monthly Rich Media Newsletter

## Professional Experience

### Armstrong Partnership, Toronto [2008 - Present]

#### Art Director

- Lead design, layout and art direction for online interactive and integrated marketing campaigns marketing and promotional web sites, web banners (Flash and static), social media networks, e-mail promotions, photo shoots and print pieces
- Brainstorm, wireframe, develop and present creative concepts for client proposals, interactive games, promotional or marketing sites, for a wide range of high profile clients, including MasterCard, Colgate, Post, Kraft, and the Canadian Cancer Society
- Lead and manage a production team to carry out creative vision and collaborate with programmers and developers (working in-house and remotely) to achieve the most functional and efficient product
- See projects through from concept to deployment, with a high degree of attention to detail
- Work directly with clients and consult with them throughout the design process, employing effective problem-solving skills when required, to develop usable, cutting edge and intuitive interfaces

### Interactive Solutions New Media Inc., Toronto [2006 - 2008]

#### Art Director

- Art direction design and production for interactive web-based programs, marketing web sites, and print/packaging design
- Develop and present creative concepts for client proposals, games, interactives, online educational courses, promotional or marketing sites, for a wide range of high profile clients, including Southwest Airlines, Maple Leaf Foods, Cordis, Pennzoil-Quaker State, RIM, KPMG, GE, O2 and Benjamin Moore

### Interactive Solutions New Media Inc., Toronto [2003 - 2006]

#### Web/Graphic/Interactive Designer

- Creative Designer for web, and CD-based eLearning courses and programs
- Flash animation and interactive design
- Graphic/print design of icons and theme-based elements for a variety of clients/industries including layout of CD covers, labels and inserts
- Video and audio editing and compression for web

### Cowboy Corporation, Toronto [2003]

#### Web/Graphic Designer

- HTML and Flash web site design and production
- Update and enhancement of over 100 client web sites
- Design of print, Flash, and internal E-mail promotions

### Compass360 Design + Advertising, Toronto [2002]

#### Web/Graphic Designer

- HTML and Flash web site production and icon design