



Employment Summary

(covering positions in Employment History):

- Report to VP of Marketing on the status of all jobs and project issues.
- Direct designers, production artists and freelancers to facilitate work and complete projects efficiently, and on time.
- Monitor and execute the required tasks necessary to complete all creative jobs from concept to press approval.
- Research quotes and delegate contracts to suppliers. Monitor their progress and make sure all projects are delivered by their deadlines.
- Develop new procedures to enhance productivity and efficiency.
- Attend photoshoots and direct the photographer during sessions.
- Present final concepts to clients.
- Produce works such as:
annual reports, ballots, banners, clothing, corporate identity, direct mail, illustrations, in-store displays, magazine ads, mobile signage, packaging, posters, presentations, trade show displays, sales promos, sell sheets, stationery, transit shelter ads, web pages.

Employment History:

September 1988 - Present

Brilliant Creative, Oshawa, Ontario Owner/Operator

Work with over 50 leading clients throughout the Toronto, Ottawa and Sudbury areas.

- **Proudest Achievements:** Published cover illustration of gX Magazine (Spring 2005).
Featured illustrator in Photoshop User magazine (January 2000).
Featured artist/illustrator in Antony's Gallery, Whitby, Ontario.

(November, 2003 - January, 2005 - Freelancer) January, 2005 - October, 2006

Spin Master Toys, Toronto, Ontario Senior Package Designer

Creative and production on packaging for children's toys.

- **Proudest Achievements:** Led "Marshmallow", a new worldwide, multi-million dollar product line, from the ground up aside our Senior Art Director.

October, 2002 - November, 2003

Display Arts of Toronto Ltd., Toronto, Ontario Senior Graphic Designer

Creative on all promotional and conceptual material.

- **Proudest Achievements:** Introduced new suppliers and system management to significantly help cut overhead costs to the company.

June, 2001 - September, 2002

The GEM Group, Toronto, Ontario Senior Art Director

Worked on Promotional Business for key accounts such as Molson Breweries of Canada Ltd., Labatt Breweries, Canadian Tire, TD Canada Trust, etc.

- **Proudest Achievements:** Led the creative campaign that won TD Bank as a client.

(March, 1999 - March, 2001 - Freelancer) March, 2001 - June, 2001

Slick Performance & Auto Accessories Inc., Brampton, Ontario Creative Director

Developed creative strategies for e-commerce website, campaigns and trade shows.

- **Proudest Achievements:** Introduced the company's new image and website to the public and helped the company gross a reputable earning.

December, 2000 - March, 2001

Platform Computing Corporation, Markham, Ontario Creative Director

Developed creative strategies for new software packages, campaigns and trade shows.

- **Proudest Achievements:** Created the new LSF software package and promotion for 2001.

January, 2000 - December, 2000

Nu-Life Nutrition Inc., Markham, Ontario Senior Graphic Designer/Department Manager

- **Proudest Achievements:** Created the Sydney 2000 Olympics sponsorship campaign which helped generate new revenues for the company.

June, 1997 - July, 1998

ECHO Advertising Inc., Toronto, Ontario Graphic Designer

February, 1997 - June, 1997

The Home Depot Canada, Scarborough, Ontario Graphic Designer/Mac Technician

March, 1995 - February, 1997

White Rose Crafts & Nursery Sales Ltd., Unionville, Ontario Graphic Designer

May, 1991 - March, 1995

P.G. Advertising and Design Inc., Sudbury, Ontario Graphic Designer

April, 1991

Ogilvy & Mather (MCG), Toronto, Ontario Placement Student



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References:

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Jeanette McFarlane,
Vice President
MC Sports & Entertainment
416.703.3589

Mark Hickmott
Partner
SOS (Studio Outsource Inc.)
416.767.7671

Education: _____

September, 1988 - May, 1991
Cambrian College of Applied Arts and Technology, Sudbury, Ontario
Graphic Design/Visual Arts Honours Diploma

Other Courses Taken: _____

- Photoshop for Macintosh
- Understanding Desktop Colour
- Macromedia Director
- Newtek Lightwave and Adobe Creative Suite Seminars

Knowledge of Applications: _____

- Macintosh OS-X (10.5)
- Adobe Photoshop CS4, Illustrator CS4, InDesign CS4, Acrobat 9
- QuarkXPress 6, PageMaker
- Microsoft Word, Excel, PowerPoint
- Portfolio 6
- Bryce 5, Painter 9
- Newtek Lightwave 7
- Macromedia Dreamweaver MX, Director 6

Languages: _____

- Fluent in French and English.

