



QUALIFICATION PROFILE

Accomplished, creative, passionate and self-motivated graphic designer with over 16 years of experience with retail pre-press production. Multi-talented professional, dynamic team player with exceptional collaborative and interpersonal skills. Highly proficient in client and account representative relations. Accustomed to performing in deadline-driven environments.

TECHNICAL SKILLS

InDesign CS5, Illustrator CS5, Photoshop CS5, QuarkXpress 6.5, Acrobat Reader, Acrobat Distiller, Comosoft Lago, Media Bank, Basic: Dreamweaver, Microsoft Word, Microsoft Excel

DESIGN PROFICIENCY

Catalogue layout, Design Concepts, Ad/Flyer design, Retail layout, Logo Design, Image Correction, Typography, Sign Graphics, Creative Problem Solving, Pre-press file preparation

WORK EXPERIENCE

2012 - PRESENT

BASo Canada FREELANCE GRAPHIC DESIGNER

- creation of Facebook timeline and cover banner, flyers and class schedules
- promote and advertise classes and workshops via Facebook groups

ST JOSEPH COMMUNICATIONS

2011 - 2014

PI MEDIA ELECTRONIC PAGE MAKER OPERATOR/GRAPHIC ARTIST

- creation of seasonal and specialogue electronic catalogue pages in response to creative or client requirements
- work alongside creative team to build front covers
- coordinate with the creative, production team and account representative to rebuild pages
- place images and add appropriate information to be accessible for direct to web
- check final internal pages to ensure accurate quality control
- create PDF files to be sent for client approval

2010 - 2011

CFM ELECTRONIC PAGE MAKER OPERATOR/GRAPHIC ARTIST

- creation of weekly retail and supercentre flyers/ads/inserts across Canada
- rebuilt source ads to meet client creative specs and space allocation
- coordinated with Project Manager for missing images, price points and information as per client request

2003 - 2010

PI MEDIA ELECTRONIC PAGE MAKER OPERATOR/GRAPHIC ARTIST

- provided page and final assembly updates in the daily team status meeting
- delivered pages to the central hub to be distributed to the editorial department
- prioritized pages according to the daily team status list

SEARS CANADA INC

1998 - 2002

ONLINE PUBLISHING CATALOGUE FASHION APPAREL TEAM/GRAPHIC ARTIST

- creation of page layout for seasonal and special events catalogue
- provided design concepts for high profile fashion pages by working closely with the Art Co-ordinator
- maintained and updated logo files
- checked final internal pages to ensure accurate quality control
- coordinated with writers, english and french editors for rewrites and/or translations

1997 - 1998

SEARS TRAVEL SERVICE ADVERTISING ASSISTANT

- creation of local promotional, weekly, national and classified ads
- coordinated with the Advertising and Promotional Manager to book and purchase ad space
- liaison between the branches across Canada, service bureau and various travel suppliers
- coordinated with product and cruise manager to ensure proper product and price advertisement
- mailed out weekly ads to appropriate local and national newspaper
- informed branches across Canada about weekly and/or national advertisements



DESIGN HISTORY/ACHIEVEMENTS

ST JOSEPH COMMUNICATIONS

- 2004 • nominated for Chairman's Choice Award
- 2006 • involved in the Christmas Design-A-Card
- 2010 • involved and coordinated the Chairman's Choice Award Plaque, Table Setting and Poster

SEARS CANADA INC

- 1999 • involved in the design concept for Children's Wear Pages
- 2000 • involved in the logo design for The Look Spring/Summer
- 2001 • involved in the pre-planning concept for the new look of Spring/Summer
- 2001 • involved in the Sears Desktop Contest
- 2002 • involved in the design concept for Vanity Fair openings and Sweater Shop
- 2003 • involved in the layout and front cover concept for the 50th Anniversary

SEARS TRAVEL SERVICE SUMMER MAIN LOBBY DISPLAY

- 1998 • preplanned and coordinated the What's New Campaign

PORTFOLIO DESIGN EXCHANGE EXHIBITION

- 1998 • George Brown Student Exhibition of Visual Arts

VOLUNTEER WORK

I have been an ambassador for Luminato, Toronto's Festival of Arts and Creativity for the past 6 years, interacting with the public and fellow ambassadors.

EDUCATION/CERTIFICATION

- 2001 **INTERNET CERTIFICATE**
HTML, Dreamweaver, Adobe ImageReady, TextEdit taken with DPA Communications
- 1993-1996 **GEORGE BROWN COLLEGE**
Graphic Design Diploma
- 1992 - 1993 **GEORGE BROWN COLLEGE**
Graphic Sign Design & Production

REFERENCES Available upon request