

Skills and Capabilities

- Proficient in Mac OS X and PC platforms
- Advanced software skills include; Adobe Creative Suite Master 4 Collection (InDesign Illustrator, Photoshop, Flash, Acrobat, Dreamweaver), QuarkXPress, Basic HTML and MS Office Applications including new 'Keynote' software
- Skilled in website development using Dreamweaver, Flash, AfterEffects Animation and basic HTML
- Strong print design experience including editorial layout, typography, large scale signage and corporate branding
- Independent project management experience from idea to completion
- Ability to work well in a collaborative team environment and provide training to Designers
- Knowledge of printing, colour correction and pre-press processes

Education

- Advertising and Graphic Design Program, 2-Year Diploma
1999 - 2001, Humber College of Applied Arts & Technology, Etobicoke, ON
- Ontario Secondary School Diploma
1998, Woodlands Secondary School, Mississauga, ON

Professional Training

- After Effects C24 Training Certificate
2010, Harper Burnham & Associates Certified Trainers
- InDesign and Flash C24 Training
2010, Harper Burnham & Associates Certified Trainers
- Flash C23 Training Certificate
2009, Harper Burnham & Associates Certified Trainers
- InDesign CS2 Training Certificate
2007, Harper Burnham & Associates Certified Trainers
- Photography Credit
2005, George Brown College
- Business Correspondence Writing Credit
2004, Ryerson University
- Magazine Design Credit
2002, Ryerson University, Technical and Aesthetic Magazine Design Training
- Flash 5.0 Training Workshop
2001, Netcor Information Technology and Soft Skills Training

Experience

SCOTIABANK – Canadian Marketing Department
(Nov. 2002 - Present), Toronto, ON
Senior Graphic Designer, Level 7 Manager

- Design and execute mass marketing initiatives, integrated Customer Communication, Sponsorships and ad hoc requests with consistency and ensure all materials produced conform to Scotiabank brand
- Implement and maintain Self Publishing System for online customization of advertisements, direct mail, flyers, posters and brochures
- Provide process and design training to Freelance and Junior Designers
- Manage a team of 10 designers in Senior Manager's absence
- Write web savvy, user-friendly instructional form copy
- Manage all studio design files and act as first point of contact for the distribution of graphics and logos

- Liaise with print and system suppliers for quality approval and troubleshooting
- Develop product specific animated web banners and video presentations
- Provide accurate reporting of job status and tracking of initiatives to demonstrate production savings
- Collaborate with Writers and Legal Department ensuring 100% accuracy
- Produce brand guideline reference materials that are followed by the Bank
- Search and purchase stock imagery from preferred vendors
- Work with translators in Montreal to produce French versions of all materials developed

ETS ESCAPE ROUTES - Tour and Travel Operator
(Jan. 2001 - June 2002), Mississauga, ON
Graphic Designer

- Developed and maintained several concert and major sporting event websites for the World's largest concert travel operator. Promotional materials produced for entertainment events throughout North America. Official tour highlights were: Rolling Stones, Paul McCartney, Madonna, CSNY and U2
- Produced signage, flyers, magazine ads, corporate brochures, direct email advertising
- Completed all projects from concept, design, production and print

NEWAGE CONSULTING AND STAFFING – IT Firm
(July 1999 – Dec. 2000), Scarborough, ON
Graphic Designer

- Designed and implemented the corporate identity
- Developed client websites, print advertising, corporate stationary and graphic elements for client software
- Office management and direct client service responsibilities

Contracts

SPORTSWORLD CROSSING, Intermarket Inc., Kitchener/Toronto, ON
(August 2008)

Website Development

Fulfillments: Designed and developed an Informative website to launch Kitchener's *Sportsworld Crossing Commercial District of Office and Retail Development Opportunities*

VINNIE'S SOCIAL CLUB AND DUNCAN STREET GRILL, Toronto, ON
(August 2000 – February 2001)

Fulfillments: Special event posters, magazine ads and kid's menu

THE CROOKED CUE – Restaurant and Billiards, Mississauga, ON
(August 2000 – Present)

Fulfillments: Developed corporate business cards, customer menus, Mississauga News award plaques

Internships

MISSISSAUGA NEWS - City Newspaper
(June - July 1999), Mississauga, ON

Assistant Advertising Editor

Fulfillments: Designed special feature layouts and developed a publication titled *Discover Mississauga*

FLARE MAGAZINE - Maclean and Hunter's Fashion Magazine
(April 1999), Toronto, ON

Editorial Intern